

Retail Council of Canada

RETAIL MARKETING 2017



Sponsorship & Exhibitor Information Package

April 4, 2017

The International Centre,
Mississauga, ON

Get in front of retail marketing decision makers.



Retail marketers have unique business challenges and pressures to keep the brands they support relevant and exciting in a continually evolving consumer-driven marketplace. If you have solutions to help retail marketing teams gain their competitive edge, Retail Council of Canada's Retail Marketing Conference is the ideal forum for you to engage with the key decision makers in Canada. During this one event, you'll get the attention of over 350 retailers, including senior decision makers, marketers, planners, strategists, agencies, consultants as well as media and promotions professionals.

With an entire day dedicated solely to learning, connecting, listening and sharing the latest insights and most innovative marketing approaches in retail from Canada and around the globe, you will have an unparalleled opportunity to introduce yourself to open-minded decision makers who are actively looking for new ways to delight their customers and elevate their brands' presentations and experiences.

For more information, please contact:

Sponsorship Opportunities

Mary Markou
Senior Manager,
Sponsorship & Special Projects
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Exhibitor Opportunities

Nekeeta Patel
Business Development
Representative
416-467-3745
npatel@retailcouncil.org



1 - WHY

Why participate in the Retail Marketing Conference 2017?

2 - WHO

Take a look at who attended the Retail Marketing Conference in 2016

3 - WHAT

Details on Sponsorship & Exhibitor Opportunities for the Retail Marketing Conference 2017

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Sponsorship Opportunities

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Sr. Manager, Sponsorship & Special
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1) Why participate in Retail Council of Canada's Marketing Conference 2017?

Access and Recognition

As a sponsor of the conference, you and your company will get access to people in over 100 different targeted retail marketing and advertising networks and executives. Not only will your company be recognized as a supporter of the retail marketing community, it will also have the opportunity to directly engage your core prospects and be identified as having specialized retail advertising capabilities.

Brand Visibility

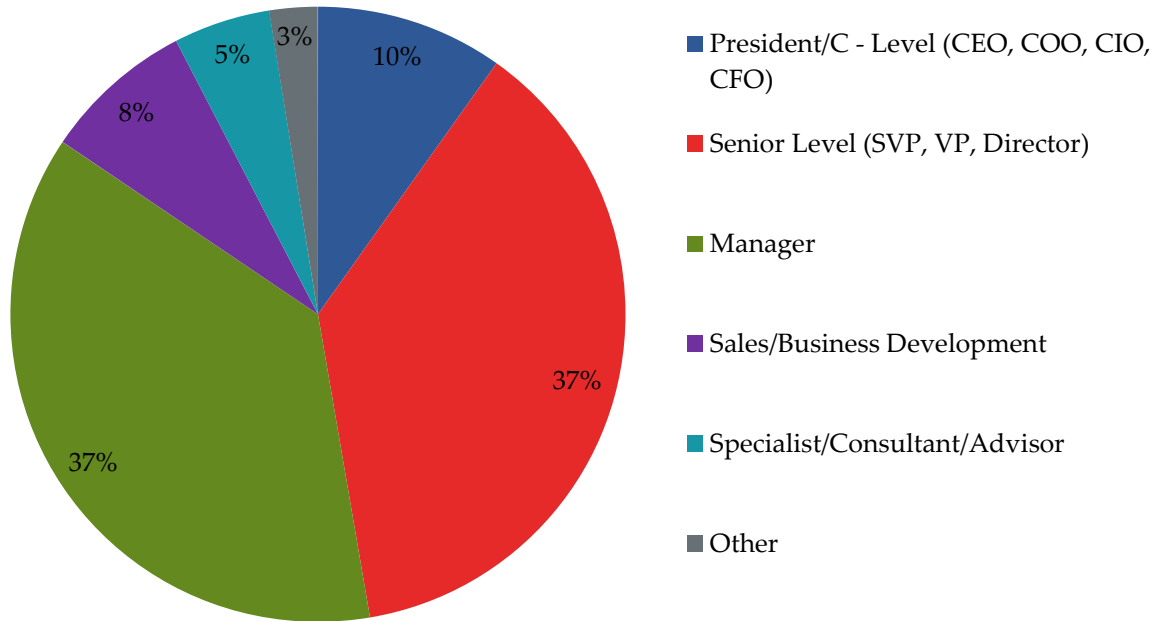
The Retail Marketing Conference focuses on exploring the latest and most pressing information related to retail advertising and marketing. Your participation in 2017 will position your brand as an industry leader. Your brand will also receive prominent visibility on collateral and signage at the event.

Targeted Promotional Support

Not only will the attendees at the event recognize your brand's participation, but throughout all of our promotional materials your company's name will be promoted as a participant in this year's conference. From social media to the event agenda, from e-blasts & newsletters to the event website, your company's logo will be prominently displayed and shared with deliverables involved in this year's **Retail Marketing Conference 2017**

2) Who attended Retail Council of Canada's Retail Marketing Symposium in 2016?

2016 Attendee Profile – Job Responsibility



Sponsors & Exhibitors of Retail Marketing Conference 2016

Novus Media
 Prospect Media
 Environics Analytics
 Inbox Marketer
 reebee
 Geomedia
 Metroland
 Postmedia
 Targeo/Publisac
 Soft Signs
 Alliance for Audited Media

CCAB, div of BPA Worldwide
 Colour Innovations
 SAS Canada
 SweetIQ
 The Admill Group
 Toronto Star
 FifthP
 TC Transcontinental Print
 C&R Express
 ProDistribution Services

**Over 100 Retailers were in attendance at the
Retail Marketing Conference 2016.**

2001 Audio Video	Longo's
ARD Outdoor Showroom	Lowe's Canada
Baskin Robbins	Nutrition House
Becker Shoes	Rexall
Bouclair	Roots Canada Ltd.
Canada Post Corporation	Sears Canada
Canadian Tire Corporation	Sheridan Nurseries
CANEX	Shoeless Joe's
CN Tower	Shoes.com
Compass Group Canada	Sobeys Inc.
Farm Boy	Source for Sports
Greenhawk/Bark & Fitz	Spinrite Yarns
Holt Renfrew & Company Ltd.	Ten Thousand Villages
Home Depot of Canada Inc.	The Boyd Group Inc.
Home Hardware Stores Limited	The Home Depot Canada
Katz Group Canada Ltd.	Town Shoes Limited
Loblaw Companies Ltd.	Walmart Canada Corp.
	& more!

3) Sponsorship and Exhibitor Opportunities



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Presenting Sponsor
\$20,000

Brand Experience/P.R.

- Opportunity to have a senior representative introduce the keynote speaker
- Opportunity to provide branded Lanyards for delegate name badges
- Multiple Podium mentions: “Presented by _____”

Advertising

- VIDEO: Sr. Executive interview w/RCC CEO & President, Diane J. Brisebois to be used in Social Media Campaign – topic to be determined
- Opportunity to include a banner ad in RCC’s e-newsletter for the 4 weeks prior
- Logo on RCC’s e-newsletter Event Promo Ads
- Logo on Canadian Retailer ‘s Event Promo Ad

Event Material and On-site Signage

- Logo on ALL collateral material including email promotions and RCC’s weekly eNews
- Significant presence in the Event Program including Full Page Ad, company logo on the bottom of each left-hand page and Logo & website listed in sponsor directory
- Logo on ALL Event Signage
- Significant presence on main stage screens
- Logo on ALL slides on Main Hall Stage
- Logo on ALL slides in concurrent sessions

Online Presence

- Corporate logo & link to your website from the RCC Event page (pre & post event)

Exhibiting Space

- 10x10 booth space in the Exhibit Hall.

Networking Opportunity

- Six (6) Complimentary Registrations to the Full Conference



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Tag Team:
Supplier/Retail
Case Study
\$10,000

Brand Experience/P.R.

- Opportunity to develop, coordinate and deliver a 45 minute session in conjunction with a major retailer on the main stage. *(NOTE: Content will require pre-approval by RCC)*

Advertising

- Opportunity to include a banner ad in RCC's e-newsletter for the 4 weeks prior to the conference
- Three (3) dedicated tweets from RCC CEO Diane J. Brisebois (@loveretail) regarding your participation in the final weeks prior to the Conference

Event Material and On-site Signage

- Logo on select collateral material including email promotions
- Presence in the Event Program including Full Page Ad, Logo & website listed in sponsor directory and Logo in the program agenda next to your timeslot (online agenda included)
- Logo on Event Signage
 - Thank You Signage
 - Showcase Signage
- Logo presence on main stage screen "Sponsor Loop"

Online Presence

- Corporate logo & link to your website from the RCC Event page (pre & post event)

Networking Opportunity

- Four (4) Complimentary Registrations to the Full Conference
- Access to discounted rate for additional passes



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Vendor Showcase
\$7,500

Brand Experience/P.R.

- Develop, coordinate and deliver a 45-minute speaking session during the concurrent session time slot.
(NOTE: Content will require pre-approval by RCC)

Advertising

- Opportunity to include a banner ad in RCC's e-newsletter for the 4 weeks prior to the Conference
- Two (2) dedicated Tweets from RCC's CEO Diane J. Brisebois (@loveretail) regarding your participation in the final weeks prior to the Conference

Event Material and On-site Signage

- Logo on select collateral material including email promotions
- Presence in the Event Program including Half Page Ad, Logo & website listed in sponsor directory and Logo in the program agenda next to your timeslot (online agenda included)
- Logo on Event Signage
 - Thank You Signage
 - Showcase Signage
- Logo presence on main stage screen "Sponsor Loop"

Online Presence

- Corporate logo & link to your website from the RCC Event page (pre & post)

Networking Opportunity

- Three (3) Complimentary Registrations to the Full Conference
- Access to discounted rate for additional passes



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Lunch & Learn
\$6,500

Brand Experience/P.R.

- Develop, coordinate and deliver a 20-minute speaking session during the lunch session time slot. (*NOTE: Content will require pre-approval by RCC*)

Advertising

- Opportunity to include a banner ad in RCC's e-newsletter for the 4 weeks prior to the Conference
- Two (2) dedicated Tweets from RCC's CEO Diane J. Brisebois (@loveretail) regarding your participation in the final weeks prior to the Conference

Event Material and On-site Signage

- Logo on select collateral material including email promotions
- Presence in the Event Program including Half Page Ad, Logo & website listed in sponsor directory and Logo in the program agenda next to your timeslot (online agenda included)
- Logo on Event Signage
 - Thank You Signage
 - Showcase Signage
- Logo presence on main stage screen "Sponsor Loop"

Online Presence

- Corporate logo & link to your website from the RCC Event page (pre & post)

Networking Opportunity

- Three (3) Complimentary Registrations to the Full Conference
- Access to discounted rate for additional passes



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Food & Beverage
Sponsor
\$6,000

Event Material and On-site Signage

- Logo on select collateral material including email promotions
- Presence in the Event Program including Half Page Ad, Logo & website listed in sponsor directory and Logo placed beside the Breakfast and Lunch timeslot in the program (printed & on-line versions)
- Logo on Signage
 - Thank You Signage
 - “Breakfast” and “Lunch” Sign & Tent Cards
- Presence on main stage screen
 - Logo presence on main stage screen as “Food and Beverage Sponsor ”

Online Presence

- Corporate logo & link to your website from the RCC Event page (pre & post event)

Networking Opportunity

- Three (3) Complimentary Registrations to the Full Conference
- Access to discounted rate for additional passes



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Conference
Program Sponsor
\$6,000

Event Material and On-site Signage

- Significant Presence in the Event Program: including
 - Full Page Ad inside back cover
 - Logo on front cover under the title “Program Sponsored by”
 - Logo on Back Cover
 - Phone number &/or website listed in sponsor directory
- Logo on Event Signage
 - Thank You Signage
- Logo presence on main stage screen “Sponsor Loop”

Online Presence

- Corporate logo & link to your website from the RCC Event page (pre & post event)

Networking Opportunity

- Three (3) Complimentary Registrations to the Full Conference
- Access to a discounted rate for additional registrations



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Lifetime Achievement
Award
\$5,000

Event Material and On-site Signage

- Logo placed beside the award listing on event web page, with a hyperlink to your Web site.
- Logo placed beside the award category in the on-site program.
- Logo included in PowerPoint during presentation of award.

Online Presence

- Corporate logo & link to your website from the RCC Event page (pre & post event)

Networking Opportunity

- Opportunity to have a senior executive from your company to present the award.
- Two (2) Complimentary Registrations to the Full Conference
- Access to discounted rate for additional passes



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Super Session Sponsor
\$3,500

Brand Experience/P.R.

- Invitation for a senior executive to introduce the session.

Event Material and On-site Signage

- Presence in the Event Program including Logo placed beside the Super Session timeslot in the program (printed & online versions) and Logo & website listed in sponsor directory
- Logo on Event Signage
 - Thank You Signage
 - Showcase Signage
- Logo presence on main stage screen "Sponsor Loop"

Online Presence

- Corporate logo & link to your website from the RCC Event page (pre & post event)

Networking Opportunity

- Two (2) Complimentary Registrations to the Full Conference
- Access to discounted rate for additional passes

(NOTE: RCC will provide a scripted introduction 2-3 days in advance of the event to the designated company representative. It is your responsibility to provide RCC with that individual's contact information three weeks in advance of the event.)



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Online and On-site
Registration Sponsor
\$3,500

Brand Experience/P.R.

- Logo on the Online Registration Page & on the Registration Fax Form

Event Material and On-site Signage

- Logo on select collateral material including email promotions
- Presence in the Event Program including Logo & website listed in sponsor directory and Logo placed beside Registration timeslot in the program (printed & online versions)
- -Logo on Event Signage
 - Thank You Signage
 - Registration Desk signage
- Logo presence on main stage screen "Sponsor Loop"
- Logo on Online Registration Web Pages

Online Presence

- Corporate logo & link to your website from the RCC Event page (pre & post event)

Networking Opportunity

- Two (2) Complimentary Registrations to the Full Conference
- Access to discounted rate for additional passes



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Concurrent Session
Sponsor
\$3,000

Brand Experience/P.R.

- Invitation for a senior executive to introduce the session.

Event Material and On-site Signage

- Presence in the Event Program including Logo placed beside the concurrent session timeslot in the program (printed & online versions) and Logo & website listed in sponsor directory
- Logo on Event Signage
 - Thank You Signage
 - Concurrent session Signage
- Logo presence on main stage screen "Sponsor Loop"

Online Presence

- Corporate logo & link to your website from the RCC Event page (pre & post event)

Networking Opportunity

- One (1) Complimentary Registration to the Full Conference
- Access to discounted rate for additional passes

(NOTE: RCC will provide a scripted introduction 2-3 days in advance of the event to the designated company representative. It is your responsibility to provide RCC with that individual's contact information three weeks in advance of the event.)



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Exhibit Booth
\$3,500

Exhibiting Space

- 10x10 booth space in the Exhibit Hall at a height of 8' and draping along the back and sides

Event Material and On-site Signage

- Presence in the Event Program
 - Your company name listed on the exhibitor guide, indicating booth location

Online Presence

- Your company name listed in the on-site program, indicating booth location

Networking Opportunity

- Two (2) Complimentary Registrations to the Full Conference
- Access to discounted rate for additional passes

(NOTE: Prior to the event, all exhibitors will be provided with an exhibitor manual kit containing show order forms for additional services and furnishing (i.e. electricity, internet, carpeting, furnishings.)

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