

Retail Council of Canada

RETAIL MARKETING 2018



Sponsorship & Exhibitor
Information Package
Delta Hotel Toronto
April 12th 2018

Sponsorship Opportunities

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Exhibitor Opportunities

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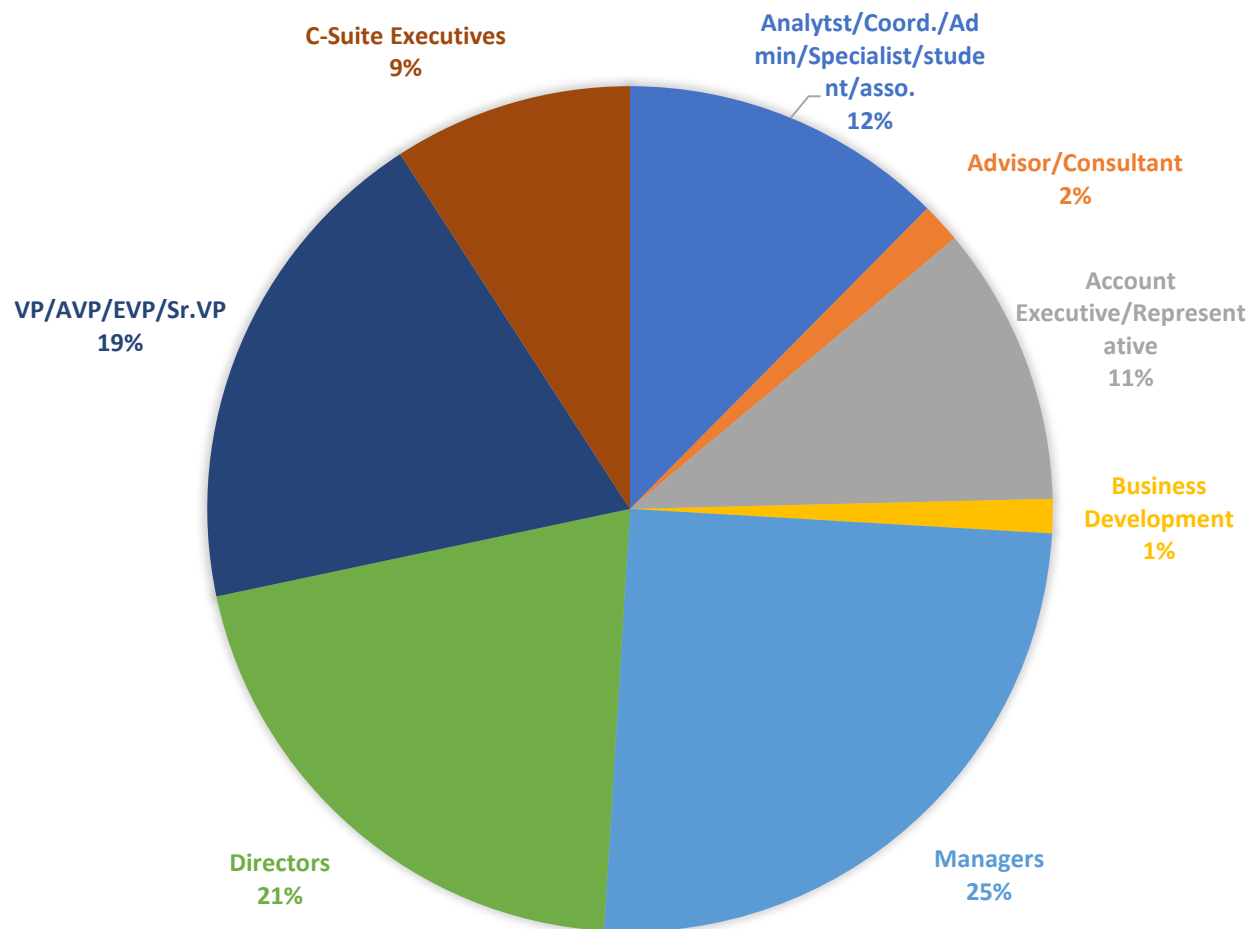


Retailers & Brands that Attended ReMark 2017

- | | | |
|---------------------------|----------------------------------|-------------------------|
| - 2001 Audio Video | - JOGOGO | - Pusateri's Ltd. |
| - Andrew Peller Ltd. | - JYSK Linen N' Furniture | - Rogers Communications |
| - Artisella | - Katz Group Canada | - Roots Canada |
| - Becker Shoes | - Kent Building Supplies | - Saje Natural Wellness |
| - BRIKA | - King's Crown | - Salewhale |
| - Canada Post | - LCBO | - Sears Canada Inc. |
| - Canadian Tire | - Leon's Furniture Ltd. | - Shoppers Drugs Mart |
| - CANEX | - LIDS Sports Group | - Sleep Country |
| - Cobs Bread Danforth | - Lindt & Sprungli Canada | - Sobeys Inc |
| - Duracell | - Loblaw Digital | - Source for Sports |
| - E&J Gallo Winery Canada | - Longo's | - Staples |
| - Foodland | - Lowe's Canada | - Targus Canada |
| - Fortinos | - M&M food Market | - Tepperman's |
| - Frank & Oak | - Macy's | - The Body Shop |
| - Gay Lea Foods | - McMaster campus Store | - The Source |
| - Golf Town | - Metro Ontario | - TJX Canada |
| - Golda's Kitchen Inc. | - NBA Canada Inc. | - Toys R Us |
| - Hallmark Canada | - Nestle Canada | - truMedic |
| - Henrys | - Nova Scotia Liquor Corporation | - Walmart Canada |
| - Holt Renfrew | - Perfect Pallets | - Water 'n' Wine |
| - Home Depot Canada | - Purdys Chocoloatier | |
| - Howe Sound Pharmacy | | |
| - Hubba | | |
| - Hugo Boss | | |

Who Attended Retail Marketing 2017?

DELEGATE DEMOGRAPHICS



Delegate Testimonials

- *"loved the networking round tables that were colour coded with the tablecloths"*
- *"Really enjoyed the millennial panel. Good selection of panelists with quality discussion. The moderator was funny and did a great job guiding the conversation"*
- *"Great conference and I thoroughly enjoyed presenting and meeting colleagues in the industry. Sorry I had to leave early!"*
- *"Right amount of time to network."*

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 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 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 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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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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Fast Five
\$5,000

Brand Experience/P.R.

- Opportunity to have a representative from your company present a FIVE minute presentation on the Main Stage regarding what your company has to offer

NOTE: this is not a sales pitch, but an opportunity to showcase your business, especially NEW solutions.

Event Material and On-site Signage

- Presence in the Event Program
 - ¼ page full colour ad
 - Logo & website listed in sponsor directory
- Logo on “Sponsor Thank You” Signage
- Logo Presence on main stage screens

Online Presence

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

Networking Opportunity

- Two (2) Complimentary Conference Registrations



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Food & Beverage
Sponsor \$3,000

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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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 some 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 some 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

Limited Spaces
Available

Exhibiting Space

- 8x10 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.)

For more information, please contact:

Sponsorship Opportunities

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Exhibit Opportunities

Nekeeta Patel

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