



Retail Marketing Conference



September 8th, 2022

Delta Hotels by Marriott Toronto
75 Lower Simcoe St, Toronto, ON M5J 3A6

Sponsorship Opportunities

Contact:
Nikita Patel, Senior Manager, Sponsor &
Member Relations npatel@retailcouncil.org

Retail Marketing Conference 2022

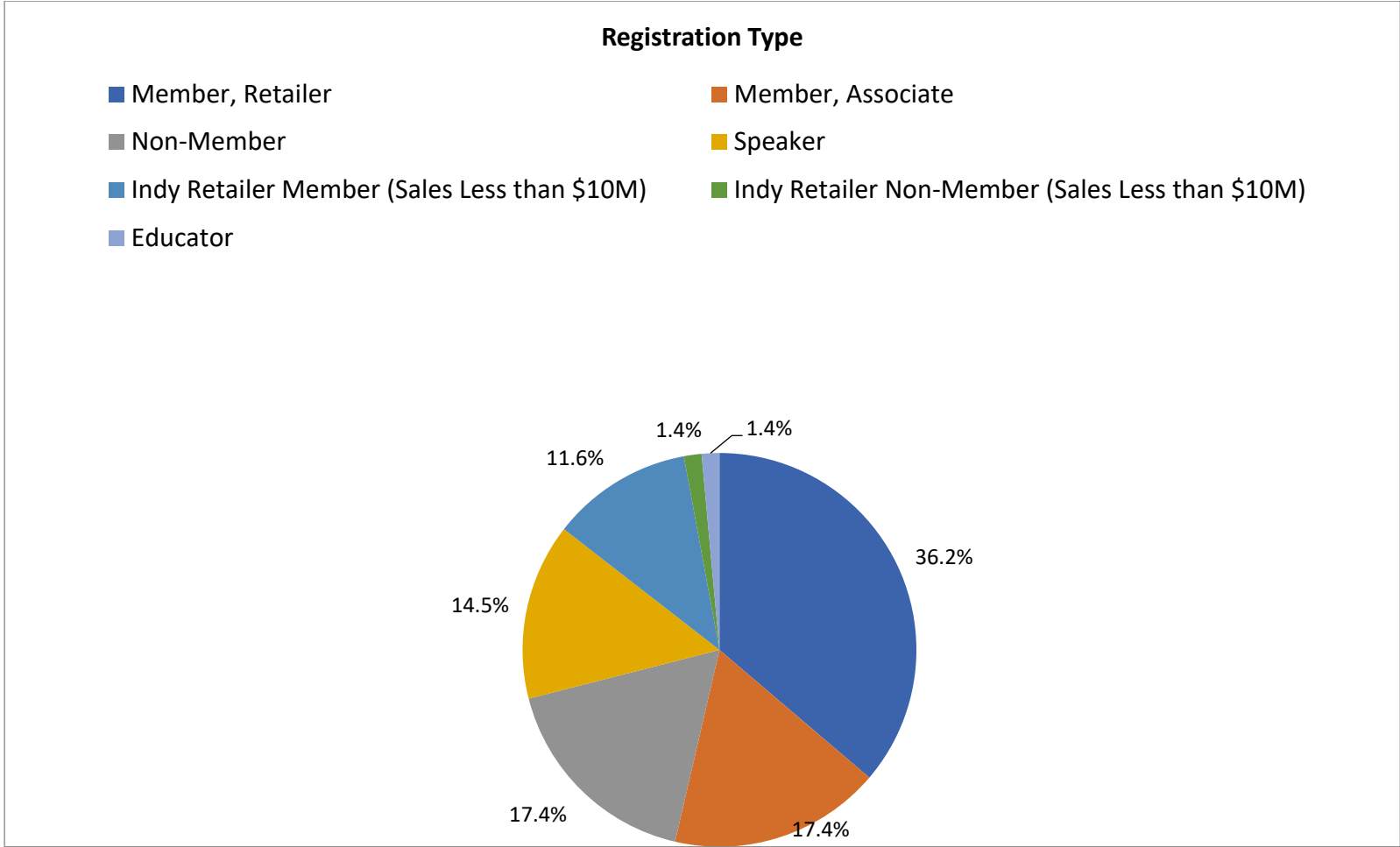
The Retail Marketing Conference will look at the most recent retail marketing trends, insights, and innovations to help you position your brands for success. Discover the most cutting-edge retail marketing solutions and technologies from some of the industry's most innovative marketers.

Retailers who attended previous Retail Marketing Conferences include, but are not limited to:

- *Accents Home Furniture*
- *Arterra Wines Canada*
- *Canada Tire*
- *Carlton Cards*
- *Conway Furniture*
- *Fruit of the Land*
- *Golf Town*
- *Harry Rosen*
- *Henry's*
- *Hugo Boss*
- *IKEA Canada*
- *Keen Footwear*
- *Knix*
- *LCBO*
- *Linen Chest*
- *Loblaws*
- *Lowe's Canada*
- *PAJ Canada Company*
- *Peavey Industries*
- *Pharmasave Drugs Ltd*
- *Purdy's Chocolatier*
- *Running Room Canada Inc.*
- *Sleep Country Canada*
- *Sobeys Inc.*
- *Staples Canada*
- *TJX Canada*
- *Wine Sense*

Retail Marketing 2021 Virtually Hosted on Oct 14th

Attendee Demographics



Amplify Your Marketing Campaigns and Assert Your Company's Industry Authority

Social & Email Reach

- More than **36,000** followers of RCC's corporate accounts across LinkedIn, Facebook, Twitter, and Instagram!
- **40%** of all attendees credit direct emails as motivation for registering for the event.
- Speakers receive enhanced visibility and recognition in content-rich pre-event emails!

Media Partners

- Print & Digital Footprint: more than **39,000,000** weekly print and digital readers of Retail Marketing media partners listed below.



Retail Marketing 2022 Sponsorship Speaking Opportunities

Levels	Diamond	Platinum	Gold	Silver	Bronze
	1 Opportunity	Limited Opportunities	Limited Opportunities	Two Opportunities	Limited Opportunities
Benefits	Presenting \$20,000	Main Stage Session \$10,000	Concurrent Session \$7,500	Main Stage Fast5 \$5,000	Main Stage Intros \$3,500
Brand Stage Exposure *Opportunity for Sr. Executive to provide thought leadership session, case study, research, trends, etc. Upon RCC approval. *Contact information of Forum attendees who opt in to hear from your organization		30 mins	45 minutes	5 mins	
*Opportunity for Sr. Executive to provide scripted introductory remarks for Main Stage Keynote presentation. *Multiple Podium mentions: "Presented by ___."	X				1-2 Mins
Advertising *Sponsor Spotlight visibility in RCC's Retail This Week e-Newsletter. Upon RCC Approval.	X				
*Logo on all relevant email communication to registered attendees.	X	X	X	X	X
*Recognition in select email marketing campaigns to targeted potential attendees.	X	X	X		
*Social Media Promo to highlight specific sessions on RCC's LinkedIn, Twitter and Facebook platforms (one time only).	X	X	X		
*Opportunity to post thought leadership/case study/whitepapers, etc. on RCC Community Hubs (website).	X	X	X	X	
Online & Onsite Presence *Sponsor Logo on event webpage with a link to the company website.	X	X	X	X	X
*Logo beside Session timeslot in the program (on-line version & print)	X	X	X	X	X
*Premium logo placement on all event promotional material, emails, PowerPoint slides (bottom left)	X				
*Lobby Signage: Thank You to Sponsors	X	X	X	X	X
Complimentary Passes (access to additional passes for retail clients/prospects available at discounted rates)	10	7	5	3	2

Retail Marketing 2022 Brand Recognition Sponsorship Opportunities

Levels	Gold	Silver	Bronze
	1 opportunity	1 opportunity	limited opportunities
Benefits	Registration \$6,500	Break/ Lunch Sponsor \$5,000	Banner advertising Sponsorship \$3,500
Advertising			
*Logo on all relevant email communication to the RCC database	X	X	X (banner on one email)
*2 Podium mentions (1 for each day of the conference in the morning welcoming remarks)	X	X	X
*Opportunity to post banner/ thought leadership/case study/whitepapers, etc. on RCC Community Hubs (website)			
Online& Onsite Presence			
*Logo on Sponsor Webpage with link to the company website	X	X	X
*Logo on Sponsor Loop	X	X	X
* Signage:			
- PowerPoint, Thank You Signage during opening/closing timeslots in the program			
- Registration: Prominent logo placement at the Reception Area of the venue	X	X	
- Break /Lunch Sponsor: Prominent logo placement during break/lunch on signage and tent cards			
*Lobby Signage: Thank You to Sponsors	X	X	X
*Logo placement on Registration page and platform	X		
Complimentary Passes	5	3	2

Retail Marketing 2022 Brand Sampling and Distribution Opportunities

Levels	Gold	Silver	Bronze
Benefits	Program Sponsor \$6,500	Official Disinfectant Sponsor \$5,000	Delegate Bag Sponsor \$3,500
Brand Exposure *Opportunity to place your branded products at strategic locations throughout the event in high-traffic, public areas pre-approved by RCC <i>NOTE: Promotional materials to be provided/supplied at expense of the sponsor</i>		X	X
Advertising * Logo on all relevant email communication to RCC database * Opportunity to post banner/ thought leadership/case study/whitepapers, etc. on RCC Community Hubs (website)	X	X	X
Online & Onsite Signage *Lobby Signage: Thank You to Sponsors *Sponsor logo & link posted on the webpage *Logo presence on main stage screen "Sponsor Loop"	X	X	X
Event Material and Onsite Signage *Full page ad (inside back cover) specifications to be provided by RCC *Logo on the bottom right of every layout in the program	X		
Complimentary Passes	5	3	2

Retail Marketing Conference – Additional Opportunities!

Want the exposure and visibility in front of the event audience without the logistics of a booth or speaking opportunity? Then advertise in the event program! Programs are available in print and digitally on the Retail Marketing event website for double the exposure!

Full Page Ad \$2,000

Half Page Ad \$1,500

Quarter Page Ad \$1,000

For previous examples of program ads, [click here](#). Express your interest in advertising in the program by **July 25th!**