

## Request for Presentation

RSPA RetailNOW 2010 • Las Vegas, Nevada • Convention: July 24-28 | Exposition: July 27-28

### RetailNOW Background

Retail Solutions Providers Association's RetailNOW 2010 is the only convention and tradeshow where vendors of retail technology and services can exhibit and network exclusively with the indirect distribution channel for retail technology. RetailNOW provides resellers and their vendors an annual opportunity to see, hear and discuss the issues, products and ideas shaping our industry today, and into the future. "It's where the industry meets!"

The convention draws together dealer owners, resellers, VARs, product and sales managers, sales staff, service technicians, help desk and support technicians, marketing personnel and customer service representatives. In concert with the networking opportunities RetailNOW features a robust educational program delivered by industry professionals focusing their expertise in three areas: industry, technology, and business skills.

### About RSPA

Retail Solutions Providers Association is the industry association dedicated to retail technology providers. RSPA provides education, industry advocacy, standards, and information benefits that assist member companies expand their business, raise the level of staff professionalism, and elevate the retail technology industry.

### Submitting a Proposal

We invite you to submit a presentation proposal that will align with any of our educational tracks: industry trends and issues; emerging technology; sales, service and support; and business skills. Presentations should challenge and educate our member audience by addressing the current and future issues of the Retail Technology Industry-as related to the reseller and vendor. Presentations should be 50 minutes or 75 minutes in length, which includes time at the end of the presentation for questions from the audience. **The presentation should not include proprietary information or commercialization.** The speaker's name and company will be listed in any promotion of your education session.

Proposals are due **Friday, February 5, 2010**. All submissions must be typed. Be sure to include all requested information and review it for accuracy and completeness:

- Proposal for Presentation form (back of this page)
- A description of the presentation, no more than 300 words
- A one page bulleted outline of the content to be covered
- The presentation title, short abstract and brief speaker biography, between 100-150 words, to be used in the show program and other related marketing material
- High resolution press-quality photo to be used in the show guide and related marketing material

### Review

Proposals will be reviewed by the RSPA Education Department. You will be notified about the status of your submission by **February 26, 2010**. All proposals will be evaluated using the following criteria:

- Strategic relevance to Retail Technology resellers
- Timeliness of the topic
- Clear and specific learning objectives
- Significance and depth of content
- Innovation and new approaches to current and emerging issues

Questions may be directed to: **Lauren Stark, 704.940.9729, [LStark@GoRSPA.org](mailto:LStark@GoRSPA.org)**

# Proposal for Presentation

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**Please complete and attach this page with your proposal by Friday, February 5, 2010.**

Title of Presentation: \_\_\_\_\_  
Company/Organization: \_\_\_\_\_  
Presenter: \_\_\_\_\_  
Professional Title: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
City, State Zip: \_\_\_\_\_  
E-mail: \_\_\_\_\_  
Phone with extension: \_\_\_\_\_ Fax: \_\_\_\_\_

Co-Presenter: \_\_\_\_\_  
Company/Organization: \_\_\_\_\_  
Professional Title: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
City, State Zip: \_\_\_\_\_  
E-mail: \_\_\_\_\_  
Phone with extension: \_\_\_\_\_ Fax: \_\_\_\_\_

**Note: If Contact Person is not a presenter, please list information below.**

Contact Person: \_\_\_\_\_  
Company/Organization: \_\_\_\_\_  
Professional Title: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
City, State Zip: \_\_\_\_\_  
E-mail: \_\_\_\_\_  
Phone with extension: \_\_\_\_\_ Fax: \_\_\_\_\_

## **Please answer these questions:**

1) Length of Presentation:  
 50 minutes  75 minutes

2) This topic would be most appropriate for:  
 Business Owners  
 Sales Representatives  
 Customer Service Representatives  
 Help Desk/Support Technicians  
 Marketing Personnel  
 Other \_\_\_\_\_

3) Session Track  
 Best Business Practices/Better Your Business  
 General Industry Knowledge & Trends  
 Emerging Technology  
 Sales, Support, & Service

## **Return to:**

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Phone: (704) 940-9729