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FOR IMMEDIATE RELEASE

RSPA Opens Registration for RetailNOW 2010

Charlotte, NC, March 30, 2010 - Today, March 30, 2010, RSPA opened RetailNOW 2010 Registration, at <http://www.GoRSPA.org/RetailNOW>. RetailNOW is the premiere convention and expo for all professionals in the retail technology industry. RetailNOW is where the industry meets each year to become educated on new business trends, emerging technologies and best business practices along with exploring a diverse exhibit hall featuring the latest products in the industry. RetailNOW 2010 will take place July 25 – 28, 2010 at Mandalay Bay Resort & Casino in Las Vegas, NV.

Year after year, RetailNOW grows in attendance with distributors, manufacturers, vendors, ISV's and resellers of retail technology; no end users are permitted. RetailNOW also serves as host to dozens of industry channel meetings that take place throughout the convention.

"RSPA's RetailNOW convention is one of the few shows that truly brings together and recognizes VARs, manufacturers, distributors, and ISVs in one spot for education and networking," said Christine Duffy, National Sales Manager, Star Micronics America, Inc.

The educational opportunities provided at RetailNOW are for all levels of industry professionals. Specifically, this year's RetailNOW will provide a customer panel for attendees to obtain real feedback from POS end users. RetailNOW 2010 will also feature a PCI panel including representatives from other associations such as NRA (National Restaurant Association) and NACS (National Association of Convenience Stores) as well as a merchant who experienced a security breach. The much anticipated industry leader's panel will take place on July 27th and will include top decision makers from such companies as ScanSource, HP, MICROS, IBM, NCR, and BlueStar. This panel will provide attendees with the opportunity to participate in a conversation about where our industry is headed and what decisions are currently being made to influence that direction.

On Thursday, July 29th, the RSPA education department will provide classes specifically designed for sales and service managers for an additional fee. These two tracks are intense workshops that only allow limited attendance to enable each participant to take full advantage of the information being presented within a workshop environment.

The RetailNOW expo will take place on July 27th and 28th with over 120 booths featuring the best retail technology products on the market today. The RetailNOW expo will also highlight RetailNEXT products which are new technologies and/or applications that have recently debuted or are about to be released to the industry. For exhibit information and/or availability, contact Alliah Sheta, RSPA's Meeting & Events Coordinator at 704.940.4271.

Networking events continue to be one of the most coveted benefits of RetailNOW as it allows time to make real business connections. RetailNOW 2010 networking events have been increased to include two networking lunches, one that incorporates lunch-and-learn sessions featuring various topics with moderators at tables set up throughout the lunch area.

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The RSPA annual membership meeting is where new board members will be elected. This meeting will take place at RetailNOW 2010 after the general session on Monday, July 26th. RSPA's annual awards, including the Vendor Awards of Excellence, Industry Hall of Fame, and the RSPA/VSR Innovative Solution Awards, will also be presented during RetailNOW at the Awards Dinner on Tuesday, July 27th. To nominate yourself or an industry partner, please visit www.GoRSPA.org/Awards.

RSPA is running a super saver special now through April 30th, that offers RSPA members a \$199 registration price and non-members a \$595 registration with 1 free year of RSPA membership. Those who register during this special will also be entered to win one (1) of four (4) RetailNOW VIP packages including a 2/nt. hotel stay, airport transfer, and VIP welcome valued at over \$400 each.

"Each year RSPA takes RetailNOW to a new level with industry specific education, product information and best practices. As the only event where the entire retail technology industry meets, our goal is to provide attendees with the tools and information needed to elevate their respective businesses and obtain a clear return on their time and expense investment," said Joe Finizio, President & CEO, RSPA.

For information and/or to register for RetailNOW 2010, visit www.GoRSPA.org/RetailNOW.