RSPA

connecting the Point of Sale technology ecosystem

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RSPA 2017 PACKAGE SPONSORSHIPS

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Package Sponsorship is designed to help your team secure a presence in front of the RSPA community throughout the entire calendar year. There are 3 different areas of focus where you will see exposure: RSPA's Inspire®, RSPA's RetailNOW® and regular RSPA Marketing and publications.

There are 3 different levels to choose from: Platinum, Gold and Silver. Platinum Sponsorship comes with a preferred booth selection.

	Benefits	Platinum	Gold	Silver
RetailNOW® 2017	**# of Complimentary Registrations**	8	4	2
	# of Complimentary VIR Registrations for Non-member Resellers to Attend Event	6	4	2
	Preferred Booth Selection	Yes	No	No
	Recognition in all Event Promotion *Includes: Press releases, print marketing, e-marketing, RetailNOW® website, onsite event signage and general session recognition.*	Yes	Yes	Yes
	Show Guide Promotion *Includes: Logo, extended company description (51-100 words) and contact information.*	Yes	Yes	Yes
	Show Guide Advertisement	Full Page	Half Page	No
	Golf Hole Marketing Opportunity *(If applicable, valued at $500.)*	Yes	No	No
Inspire® 2017	**# of Complimentary Registrations**	3	2	1
	Recognition in all Event Promotion *Includes: Press releases, print marketing, e-marketing, Inspire® website and general session recognition.*	Yes	Yes	Yes
RSPA Marketing	**Recognition in all RSPA Publications/Properties** *Includes: GoRSPA.org, Member Directory, RSPA e-News, connect Magazine, Social Media and Press Releases.*	Yes	Yes	Yes
	Print Recognition Opportunities in *connect* Magazine	Full Page *(in 6 issues)*	Half Page *(in 6 issues)*	Half Page *(in 3 issues)*
	GoRSPA.org Rotating Advertisements *(See RSPA Media Kit for Specifications)*	12-Month *(Consecutive Banner Ad)*	6-Month *(Consecutive Banner Ad)*	3-Month *(Consecutive Banner Ad)*
	Investment:	**$33,000**	**$17,500**	**$12,500**

Package sponsorship is one of the considerations in the ranking order by which companies are permitted to make their booth selections for RetailNOW®.

RSPA 2017 EDUCATION SPONSORSHIPS

YOUR Center for Industry Education

RSPA's Education Sponsorships offer your company an opportunity by helping to underwrite RSPA's industry education which forms the foundational component of RSPA.

The *Founding Education Partner* and *Education Partner* sponsorships sustain RSPA's current industry education programs and help defray the cost of future course development.

Benefits	Founding Partner	Education Partner
Press Release or Marketing Material from RSPA on Education Partnership	Yes	Yes
Recognition at RSPA Education Events *Includes: webinars, live events, etc.*	Yes	Yes
Reserved Calendar Date on 2017 RSPA Webinar Series Schedule to offer Reseller-Focused Education	2 *(1 Spring, 1 Fall)*	1
Recognition Slide during RSPA Webinars *Includes marketing slide with company logo/information during sponsor's hosted webinar. Marketing statement to be read during slide. Content for recognition slide to be provided by sponsoring company.*	2	0
Recognition on GoRSPA.org Website, as well as in all RSPA Communications	Yes	Yes
Logo in RetailNOW® 2017 Show Guide *(Recognizing Education Partnership)*	Yes	Yes
Recognition from the Podium during General Session of RSPA Events *Including dedicated Founding Education Partner listing slide.*	Yes	Yes
The Opportunity to Provide at least One Active Participant on the Associated RSPA Committee	Yes	No
# of Complimentary Speaker Registrations *For primary speaker providing an educational breakout session at RetailNOW® 2017.*	1	0
Opportunity to Place Link to Education Portal on Sponsor Website *(1 Year Placement)*	Yes	No
Investment:	**$9,000**	**$3,500**

RSPA Education Sponsorships are one of the considerations in the ranking order by which companies are permitted to make their booth selections for RetailNOW® 2018.

RSPA 2017 COMMUNITY SPONSORSHIPS

The **Canadian Community** fosters relationship building among businesses and individuals in the retail technology industry that have a presence in Canada. All resellers, vendors, software developers, manufacturers and service providers that bring retail solutions to the Canadian marketplace are welcome. This community is engaged in live events and has an ongoing presence on www.GoRSPA.org/Canada and in our print publications.

The **W2W Community** was created to provide a support network and resources for women as they enter and continue to advance in the retail technology industry. Any and all retail technology professionals are welcome to join. Opportunities for engagement include networking events and presence on www.GoRSPA.org/W2W, as well as in our print publications.

RSPA Will Provide Sponsors with:	Canadian Community	W2W Community
Prominent Logo Placement on the Associated RSPA Community Website for the 2017 Calendar Year	Yes	Yes
Sponsor Recognition in ALL Marketing Related to the Associated Community Events	Yes	Yes
Enhanced Exposure at the RetailNOW® 2017 Associated Community Event *Includes corresponding listing in the RetailNOW® 2017 Show Guide.*	Yes	Yes
Logo Recognition at Associated Community Events *Includes logo on presentation and named from podium.*	Yes	Yes
The Opportunity to Provide at least One Active Participant on the Associated RSPA Committee	Yes	Yes
The Opportunity to Submit Relevant Content for Publication in RSPA's *connect* Magazine, RSPA e-News or on the GoRSPA.org Website	Yes	Yes
Recognition & Tabletop Option at (1) Live In-country Event *In addition to RetailNOW® 2017*	Yes	No
Investment:	**$3,000**	**$2,500**

Sponsors Must Agree to:

1) *Share RSPA associated community content with sponsor company's employees and resellers, vendors and other constituencies (with attribution).* ***2)*** *Assist in outreach efforts to invite participants to community events (through sponsor company communication channels).* ***3)*** *Share a list of events where sponsor company will have a presence in 2017.*

RSPA Community Sponsorships are one of the considerations in the ranking order by which companies are permitted to make their booth selections for RetailNOW® 2018.

RSPA 2017 SINGLE EVENT SPONSORSHIP

2017 inspire®

Inspire® is RSPA's annual thought leadership summit. This is a can't miss event for the industry's leaders and executives. Inspire® will be located at the St. Kitts Marriott Resort in Saint Kitts, January 29 - February 1, 2017.

All sponsorships listed below include pre-show marketing, on-site logo recognition and are exclusive, unless otherwise noted. Opportunities in gray are no longer available.

Opportunity	Investment	Description
Thought Leadership *(1 of 2 Available)*	$20,000 *(Per Sponsor)*	The marquee sponsorship opportunity for Inspire®. Helping to bring world class executive education to Inspire® attendees, the sponsor has the opportunity to meet and introduce the featured speaker. *Sponsorship includes: full page ad in education/event notebook and a tabletop display.**
Welcome Reception	$14,000	The Welcome Reception kicks off Inspire® Sunday evening. *Sponsorship includes: welcome comments from sponsoring company and a tabletop display.**
Group Lunch & Excursion	$14,000	This event offers the opportunity for registered attendees to interact and have fun while seeing the island on Monday afternoon. *Sponsorship includes: sponsoring company's logo at venue and a tabletop display.**
Member Dinner	$14,000	An evening of dinner, drinks and entertainment makes this one of the best networking events at Inspire®. This year's dinner will be held at the Brimstonehill, a can't miss venue! *Sponsorship includes: welcome comments from sponsoring company and a tabletop display.**
Attendee Welcome Package	$10,000	The welcome package is each attendee's very first impression of Inspire®—which they receive when they check into the resort. *Sponsorship includes: welcome bag & lanyard, both branded with sponsoring company's logo (175+ bags); opportunity for the sponsoring company to add a branded item; and a tabletop display.**
Morning Networking	$7,000	Each morning attendees will have the opportunity to network informally while enjoying breakfast. *Sponsorship includes: tabletop signage and the ability to place (preapproved) collateral on each table.*
Education/Event Notebook	$4,000	The must have notebook for attendees. *Sponsorship includes: recognition on the notebook cover; and full page ad placement within the notebook.*
Hotel Keycards	$4,000	As Inspire® attendees check into the host hotel, they will receive a hotel keycard branded with the sponsoring company's logo/artwork. *Sponsorship includes: sponsoring company artwork on front of keycard.*

No Longer Available

***Tabletop Display**

Only included with select sponsorships. Tabletop Displays include: One (1) 6' table, and two (2) Chairs.

Inspire® single event sponsorship is one of the considerations in the ranking order by which companies are permitted to make their booth selections for RetailNOW®.

RSPA 2017 SINGLE EVENT SPONSORSHIP

RetailNOW 2017 AUG. 6 - 9 Paris LAS VEGAS

RetailNOW® is where the industry meets each year to become educated on new business trends, emerging technologies and best business practices, and to explore a diverse exhibit hall with over 160 booths featuring the latest products in the retail technology industry. RetailNOW® will be located at the Paris Hotel in Las Vegas, NV, August 6 - 9, 2017.

All sponsorships listed below include significant pre-show marketing, on-site logo recognition, mainstage recognition and are exclusive, unless otherwise noted. Opportunities in gray are no longer available.

Opportunity	Investment	Description
Show Floor Reception	$30,000 *(CardConnect)*	This reception is held during the last 2 hours of the Expo Hall Floor on Tuesday afternoon. *Sponsorship includes: bartop signage and gobo.*
Welcome Reception	$14,000 *(CardConnect)*	The Welcome Reception kicks off RetailNOW® on Sunday evening and is open to all registered RetailNOW® attendees. This evening of networking is one of our highest attended events. *Sponsorship includes: bartop signage and gobo.*
Featured Speaker (Monday)	$14,000 *(BlueStar)*	The featured speaker joins RSPA during the General Session on Monday morning to set the stage for RetailNOW®. *Sponsorship includes: speaker introduction by sponsoring company.*
Featured Speaker (Tuesday)	$13,000 *(Cayan)*	Each year at RetailNOW®, as part of the general session we present a professional keynote who generates excitement and inspires the audience. *Sponsorship includes: speaker introduction by sponsoring company.*
Hotel Keycard	$11,000 *(Vantiv)*	The hotel keycard sponsorship allows the sponsoring company's artwork to be provided on the front of RetailNOW® attendees hotel keycards.
NEW! **Monday Networking Lunch**	$11,000	Back due to popular demand! This event will help to foster networking opportunities during the show. Lunch will take place after the Opening General Session and before the Expo show floor opens. *Sponsorship includes: sponsor logo recognition at each table and materials on table.*
Attendee Totebag	$10,000 *(Sterling Payment Technologies)*	Totebag to be available for all attendees. Will contain totebag inserts from up to 5 other companies; Displays sponsor logo on the outside. *Sponsorship includes: sponsoring company logo/artwork on front of totebag.*
NEW! **Charging Stations** (Foyer Group)	$10,000	Charging stations are placed in the Hallways to allow attendees to power up their devices. Available Sunday - Wednesday in the main foyers. *Sponsorship includes: sponsoring company logo/artwork at the stations.*
NEW! **Expo Hall Hotspot**	$10,000	This will provide a WiFi hotspot on the expo floor. *Sponsorship includes: sponsoring company logo/artwork on overhead signage; sponsor branded splash (and/or) landing page*
Lanyards	$9,000 *(Future POS)*	This sponsorship provides badge lanyards with sponsor logo to all registered attendees. Worn around the neck of all attendees the length of the show.
Expo Hall Lunch	$8,500	Taking place on the show floor on Tuesday, the Expo Hall Lunch provides all RetailNOW® attendees networking space along with lunch. *Sponsorship includes: sponsor logo recognition at each table and materials on table.*

RetailNOW® single event sponsorship is one of the considerations in the ranking order by which companies are permitted to make their booth selections for RetailNOW®.

Opportunity	Investment	Description
Morning Coffee	$8,500 *(Cayan)*	Providing a break prior to and during education sessions, the morning coffee allows attendees to network and stretch their legs during all three days of RetailNOW® education. This sponsorship covers the coffee outside of the education rooms during RetailNOW®. *Sponsorship includes: meter board signage with sponsoring company logo.*
Expo Hall Water/ Water Bottle	$8,000 *(COCARD)*	Provides all attendees with a reusable plastic sports water bottle for use at water filling stations throughout Expo Hall during Exhibit hours. *Sponsorship includes: sponsoring company logo/artwork on the water bottle.*
Charging Stations (Expo Group)	$7,000 *(Epson)*	Charging stations are placed in the Expo Hall to allow attendees to power up their devices. Available Monday - Tuesday during Expo Hall hours. *Sponsorship includes: sponsoring company logo/artwork at the stations.*
NEW! **Grab n' Go Closing Lunch**	$7,000	Providing a last impression on Wednesday, the Grab n' Go Lunch provides all RetailNOW® attendees with a final meal to wrap up the event. *Sponsorship includes: sponsor logo recognition at each station.*
Photo Booth	$7,000 *(CardConnect)*	Gives attendees the opportunity to obtain or refresh their professional headshot. Available Monday - Tuesday during Expo Hall hours. *Sponsorship includes: meter board signage with sponsoring company logo.*
RSPA Scholarship Golf Tournament	$7,000 *(NCC)*	Taking place on the morning of Sunday, before RetailNOW, this event is an opportunity to do good while having fun! Proceeds from the tournament go to the RSPA Scholarship Fund. *Sponsorship includes: signage at the event, a branded sleeve of golf balls for each participant and recognition on stage at the RSPA Membership Meeting held after the General Session.*
General Session Notepad	$7,000 *(Mastercard)*	Will be placed at each seat in the Opening General Session. *Sponsorship includes: sponsoring company insert inside the notepad.*
New Member Reception	$6,000 *(Cayan)*	A unique networking opportunity, as it takes place directly before the Welcome Reception: New and prospective RSPA members attending RetailNOW® have the opportunity to learn more about member benefits and ways to engage. Typical attendance is 100+ and includes RSPA Board of Directors along with Membership Committee members. *Sponsorship includes: welcome address by sponsoring company.*
Registration Desk	$5,000 *(Sterling Payment Technologies)*	It's the first place where EVERY attendee goes to pick up their badge. *Sponsorship includes: sponsoring company logo/artwork on the registration area.*

RetailNOW® single event sponsorship is one of the considerations in the ranking order by which companies are permitted to make their booth selections for RetailNOW®.

RetailNOW® Marketing Opportunities

All opportunities listed below are considered advertising and do not include significant pre-show marketing, on-site logo recognition or mainstage recognition. Opportunities in gray are no longer available.

Opportunity	Investment	Description
Totebag Inserts *(Limited Availability)*	$6,500/each *(+ Cost of Item)*	This is a sure fire way to get visibility to nearly every attendee. Designed and delivered to RetailNOW® by advertising company. *Marketing company is responsible for providing artwork & inserts.*
Secured by: BlueStar, Business Solutions Magazine, Digital Transactions & Electronic Payments (3 remaining)		
Mirror Clings *(Limit of 8 Opportunities)* ***(Max of 4 per Company)***	$6,000/each	Looking for a unique way to be seen by attendees? Brand your own section of mirrors located in the entrance to the main foyer of the conference area. Guaranteed to be seen by every single attendee for the entire duration of the event. *Marketing company is responsible for providing artwork.*
Secured by: CardConnect & Cayan		
NEW! **Beverage Cart**	$3,500	Have your branding displayed on the beverage cart during the Scholarship Golf Tournament. *Sign to display Marketing company's logo followed by text: "Supports the RSPA Scholarship Program"*
Lamp Post Signs *(Limit of 9 Opportunities)*	$3,000/each	Be seen as attendees (and all hotel guests) traverse the walkways of Paris. Company will receive 1 double-sided banner to be displayed alongside RetailNOW's brand. *Marketing company is responsible for providing artwork.*
Secured by: ScanSource & Star Micronics		
NEW! **Golf Hole Signs** *(Limited Availability)*	$500/each	Get visibility to every golfer during the Scholarship Golf Tournament. *Sign to display Marketing company's logo followed by text: "Supports the RSPA Scholarship Program"*
Secured by: BlueStar, Cayan, CRS, Epson, Heartland, NCC, PartnerTech, RetailPoint, ScanSource, TCPOS & Vantiv/Integrated Payments (7 remaining)		

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