



Opportunities Abound for Vendors and Distributors Who Join RSPA



“RSPA members stay at the edge of a competitive retail market.”

Natalia Haluszka, Director, Channel Development of LAVA Computer MFG | Toronto, ON

“Helped us create new opportunities.”

Louis Tetu, Account Manager at Kilotech | Montreal, QC



*“Go one-on-one with peers” and
“grow potential business opportunities.”*

Penny Savvidis, Marcom Coordinator of BlueStar Canada | Montreal; Vancouver; Mississauga

***Massive ROI: RSPA vendor and disty memberships
start at \$1500 US***



www.GoRSPA.org/Communities/Canada

NATALIA HALUSZKA

TITLE: Director, Channel Development

COMPANY: LAVA Computer MFG

HEADQUARTERS: Toronto, ON

EMPLOYEES: 13

PRIMARY MARKETS SERVED: Retail, hospitality, transportation, telecom, government, entertainment

FAVORITE ACTOR: Ryan Gosling

FAVORITE SINGER/MUSICIANS: Michael Bublé

FAVORITE ATHLETES: Wayne Gretzky

FAVORITE TEAM: Toronto Raptors

Key benefits of being an RSPA member: "Being a part of RSPA gives multiple opportunities to companies that would like to increase their exposure to the retail market and expand their network. LAVA greatly benefited from RetailNOW where we established our presence as a valuable retail technology partner, and it helped us to build recognition of our brand in North America. The community is very supportive, and the association provides an educational platform to help RSPA members stay at the edge of a competitive retail market."

Why should a Canadian IT company join RSPA? "With their primary and only focus on the POS technology ecosystem, RSPA provides insights into the retail marketplace and advances in technology. The key value of becoming a member is networking with like-minded peers that are focused on building strong business relationships and staying on the top of the industry. By establishing a network of supportive partners, RSPA provides the best opportunity for business development in the retail market. Join RSPA and expand your company's horizons and take your business to the next level."

PENNY SAVVIDIS

TITLE: Marcom Coordinator

COMPANY: BlueStar Canada

HEADQUARTERS: Montreal; Vancouver; Mississauga

EMPLOYEES: 32

PRIMARY MARKETS SERVED: Retail, hospitality, manufacturing, healthcare, gaming, transportation, field service

FAVORITE ACTOR: Keanu Reeves

FAVORITE SINGER/MUSICIAN: Celine Dion

FAVORITE ATHLETE: Tessa Virtue

FAVORITE TEAM: Toronto Raptors, The Habs

Key benefits of being an RSPA member: "RSPA is where the industry meets and unites software developers, value-added resellers, and hardware manufacturers throughout North America. Being an RSPA member brings us together with other technology leaders and industry executives and allows us to connect, share insights, experiences, and opportunities among one another. We always like to invite our staff and our VARs to attend RSPA's industry events. The reason? Because it is important for us to educate our partners and expose them to today's innovations, business challenges, and to give them tips on how to adapt to this ever-changing marketplace. Being a member exposes us to new important content that we may not have come across before."

Why should a Canadian IT company join RSPA? "If you are looking to stay ahead of the game by being alert of the latest trends and emerging technologies that are defining the tech industry, RSPA is the right community for you! By being a member, you will get to participate to new tech events and education workshops, network with other members and splurge into the most immersive experiences. By attending the RSPA activities, we are able to go one-on-one with peers and grow potential business opportunities all while expanding our network. Sitting in on RSPA conferences allows us to gain practical insights as well as learn best practices on the future of technology specifically in POS, IT, and business intelligence."

LOUIS TETU

TITLE: Account Manager

COMPANY: Kilotech

HEADQUARTERS: Montreal, QC

EMPLOYEES: 8

PRIMARY MARKETS SERVED: Retail, grocery, restaurant, industrial, education

FAVORITE ACTOR: Christopher Plummer

FAVORITE SINGER/MUSICIAN: Corey Hart

FAVORITE ATHLETE: Sidney Crosby

FAVORITE TEAM: Montreal Canadiens

Key benefits of being an RSPA member: "The #1 benefit is meeting with possible distributors and finding partnerships for our line of products. The association has helped us create new opportunities with a couple new vendors. The RSPA also gives us the opportunity to learn about new market trends and technologies."

Why should a Canadian IT company join RSPA? "It's simply worth it to try. We did and met with a new potential partner in Vegas at the RSPA show (RetailNOW) and we are partners now. With the help of our vendor, we developed a scale for them."