ENGAGE WITH YOUR CHANNEL AT

The RSPA's Vendor Partner Program provides RSPA vendor members with an opportunity to bring channel partners to RetailNOW®.

RetailNOW 2021
JULY 25-27
Nashville ★ TN
RSPA

BOOST DEALER ATTENDANCE

Whether you're hosting a dealer meeting at RetailNOW® or you're interested in making sure your channel partners see your product launch in the Exhibit Hall, this program will help you ensure that you are able to meet with more of your partners at this annual event.

RECOGNITION

Treat your VIPs by reducing the overall expense of attending the point of sale industry's premiere education and tradeshow event. RetailNOW® is a can't-miss opportunity for anyone in the POS technology ecosystem. Consider rewarding high performers with a trip to the show. Provide dealers with an opportunity to see your team in action— whether on the show floor or winning a coveted Vendor of Excellence Award.

BUILD THE COMMUNITY

Provide your channel partners with an opportunity to connect with a community. Consistent feedback from attendees show that connecting and collaborating with other attendees is one of the top benefits of RetailNOW® attendance. Best practice sharing in education sessions, and impromptu discussions in the hallways give your resellers the chance to experience the community that's created by the RSPA. The Vendor Partner Program is open to RSPA members and non-members alike—a terrific opportunity for non-members to see RSPA in action.

ACCESS TO RESOURCES

With participation in the Vendor Partner Program, your channel will get incredible access to the movers and shakers within the retail IT industry. Your team will have the opportunity to get facetime with some of your most important customers. Channel partners will receive top tier education and professional development to help them grow their business. Our live education events give you and your team access to retail IT thought leaders.

IT'S EASY TO PARTICIPATE:

- You can invite your channel partners to the event using your existing communication channels/RSPA created messaging.
- Get a unique code that your partners can use to register at no cost.
- You control your invite list and RSPA helps help you track those who are attending.
- No minimum (or maximum) number of invitation requirements.
- With your code, your attendee pricing is $350 per Reseller/Direct Independent Software Developer (DISD) attendee or $299 per reseller/DISD attendee (if you register 20+). You will get a single invoice, post- event, for all attendees registering with this code.

Questions? Contact Membership@GoRSPA.org.

RSPA

VENDOR PARTNER PROGRAM APPLICATION

To participate in the 2021 Vendor Partner Program, complete this form in its entirety,
and return to Membership@GoRSPA.org

Reseller and DISDs

<20 Registrations - $350 per registration | 20+ Registrations - $299 per registration

Company Name: _____ Date: _____

- -

Main Contact: _____

Email: _____ Phone: _____

- -

Billing Contact/
Secondary Contact: _____

Email: _____ Phone: _____

Expected Number of Registrations: _____

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Vendor Partner understands that any company with a reseller channel, who registers with the program code, will be invoiced at the normal Vendor Registration Rates (ISV/OEM/etc).

To be included in this program, the attending person must complete their registration online using the respective VPP registration code by 7/19/21. Vendor Partner understands that online registration will be shut down on 7/19/21 and this program will not be available for any individual registering on site. RSPA will be following up with any non-member registered attendees to encourage them to join the association and take advantage of the year around benefits.

Registration Progress Reports, upon request, can only be provided on the following dates: May 28th, June 25th, July 16th and a final report following RetailNOW®.

Signature: _____ Date: _____