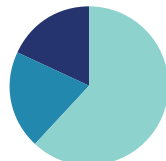


# RSPA BY THE NUMBERS

- RSPA is North America's Premier Community for Retail Technology VARs, ISVs, and Vendors
- We have 700+ member companies – and a strategy to grow exponentially

## MEMBERSHIP BY BUSINESS MODEL

VAR/Reseller	61%
ISV/Software Dev.	22%
Vendor/Distributor	17%



## MEMBERSHIP BY VERTICAL

Retail	78%	
Hospitality	67%	
Grocery/C-Store	43%	
Cannabis	22%	



## RSPA SOLUTION CENTER

**30,000+** PAGEVIEWS TO DATE

**1,000+** PAGEVIEWS PER MONTH

## RSPA MESSAGING REACH

### Community Connection email newsletter

- Approx. 4,200 recipients 3x/month (36x/year)
- Average newsletter open rate: 32%
- Average newsletter click rate: 8.1%

### RSPA Social Media

	4,000+ Followers
	4,750+ Followers
	845+ Followers

## RSPA EVENTS

RSPA hosts two signature events each year: RetailNOW®, our annual summer conference and expo, and Inspire®, our winter thought leadership summit.



- Approx. **1,500+** attendees
- 400+ VAR attendees
- 300+ ISV attendees
- 170+ exhibitors



- Approx. **150+** attendees
- 50%+ VAR attendees
- 20%+ ISV attendees

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