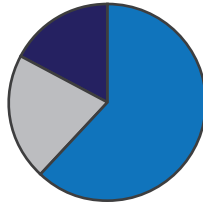


RSPA By The Numbers

- RSPA is North America's Premier Community for Retail Technology VARs, ISVs, and Vendors
- 700+ member companies – hungry, high-initiative, growth-oriented IT solution providers

MEMBERSHIP BY BUSINESS MODEL

| | |
|--------------------|-----|
| VAR/Reseller | 62% |
| ISV/Software Dev. | 21% |
| Vendor/Distributor | 17% |



MEMBERSHIP BY VERTICAL

| | |
|-----------------|-----|
| Retail | 81% |
| Hospitality | 75% |
| Grocery/C-Store | 30% |



RSPA SOLUTION CENTER

40,000+ Page views to date
1,000+ Page views per month

RSPA SOFTWARE PROVIDER ECOSYSTEM

200+ ISVs categorized by
15+ areas of technology
and vertical expertise



RSPA MESSAGING REACH

Community Connection Email Newsletter

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

RSPA Social Media

| | |
|--|-------------------------|
| | 4,600+ Followers |
| | 4,750+ Followers |
| | 900+ 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
- 500+ VAR attendees
- 400+ ISV attendees
- 170+ exhibitors



- Approx. **200+** attendees
- 50%+ VAR attendees
- 20%+ ISV attendees

Membership@GoRSPA.org

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