



Retail **2019** **NOW**[®]
JULY 28-31
SAN ANTONIO • TX **RSPA**

SPONSORSHIP GUIDE

v07.01.19

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 expo hall with up to 200 booths featuring the latest products in the retail technology industry. Sponsorship is a consideration in the ranking order by which companies are permitted to make their booth selections for 2020.

NEED-TO-KNOW

- RSPA, at its sole discretion, reserves the right to revise or add to the existing opportunities presented within this guide at anytime.
- Commitment to renewing sponsorship item must be received by April 30, 2019.
- Select sponsorships may include benefits where sponsor is responsible for providing materials or artwork. Please note benefit-specific deadlines may differ from deadlines below.
- Logos are due at the time of commitment in vector (.eps or .ai) format.

DEADLINES

- 04/30** First Right of Refusal Ends
- 05/29** Show Guide Content Deadline
- 06/10** RSPA Pre-approval Deadline for Sponsor Collateral
- 06/24** Signed Sponsorship Commitments Due
(In order to guarantee on-site recognition where applicable.)
- 06/14** Advance (Discount) Registration Rate Ends (11:59PM EST)
- TBD** First Day for Sponsor Collateral Shipments to Arrive to Hotel
- TBD** Last Day for Sponsor Collateral Shipments to Arrive to Hotel

SHIPPING DETAILS

Important: If exhibiting at RetailNOW, please understand that shipments for exhibitor freight and sponsor-related shipments should remain separate. Exhibiting sponsors are advised NOT to ship sponsor-related collateral (ie. totebag inserts) along with exhibitor freight/materials. Sponsor shipping details will be made available upon RSPA approval of collateral materials.

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EXCLUSIVES

RetailNOW® Exclusive Sponsorships give sponsors the individual spotlight on key components that are essential to the success of the event. All sponsorships listed below include significant *pre-show marketing & **on-site recognition, and are exclusive, unless otherwise noted. All pricing noted is in U.S. dollars. *Items in gray are no longer available.*

Sponsorship	Investment	Description
Monday Keynote/ General Session*** (Sold Out)	\$16,000	The featured speaker joins RSPA during the General Session on Monday morning to set the stage for RetailNOW. Sponsor receives on screen recognition in General Session while introducing Keynote speaker, and two sponsor branded Mic "Squawk" Boxes during Q&A portion of session.
Welcome Reception*** (Sold Out)	\$15,000	Highly attended function kicking off RetailNOW. Now includes speaking opportunity. Sponsor receives on-location exclusive recognition and 3-5 min address during reception.
Show Floor Reception*** (Sold Out)	\$15,000	Exclusive sponsorship of reception held on show floor during final hours of Tuesday afternoon. Sponsor will receive on site recognition and signage at all bar stations and logo'd beverage napkins.
Tuesday Panel/ General Session*** (Sold Out)	\$12,000	Tuesday's General Session will feature a keynote panel. Sponsor receives on screen recognition in General Session while introducing panel moderator, and two sponsor branded Mic "Squawk" Boxes during Q&A portion of session.
Hotel Keycards (Sold Out)	\$12,000	Visibility for your brand in everyone's pocket, attendees will be reminded of your company each trip to their room. Sponsor receives Company artwork (sponsor provided) on one side of the hotel keycards. Cards will be co-branded with "RetailNOW".
Lanyards/Badges (Sold Out)	\$10,000	Worn around the neck of every attendee, badges are a required to attend all RetailNOW functions. Sponsor receives company logo/artwork on the badge lanyards and on the back side of the badge. Note: the backs of the badge contain important show information. <i>Ask for specs.</i>

*Pre-show marketing materials may include: Website, Print advertising, Email Communications & Direct Mail.

**On-site recognition may include on-stage recognition and general large format signage. In either case, some materials are deadline sensitive. Recognition on some materials are subject to the time in which sponsorship commitments are received.

*** This exclusive opportunity includes one (1) company provided collateral or item to insert in registration tote bags. Must be pre-approved before shipping. RSPA not responsible for cost of item, printing or shipping

EXCLUSIVES

Sponsorship	Investment	Description
Welcome Tote Bag (2 Available)	\$10,000	Totebag containing conference materials to be distributed to all attendees. Sponsor receives cobranding on front of totebag. <i>Bags will be cobranding with "RetailNOW®".</i>
Water Bottles (1 Available)	\$10,000	Provides all attendees with a reusable water bottle for use at water filling stations throughout Expo Hall during Exhibit hours. Sponsor receives company logo/artwork (1-color) on the water bottle. <i>Ask for specs.</i>
New Member Orientation *** (1 Available)	\$9,000	Taking place directly before the Welcome Reception, new and prospective RSPA members 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. Sponsor receives on-location recognition, sponsor-provided collateral, and 5-min address during orientation portion.
Branded RetailNOW Notepad (1 Available)	\$8,000	Branded notepad provided to all attendees of RetailNOW. Notepad will feature company logo and delivered via event tote bag on registration arrival. <i>Ask for specs.</i>
Exhibit Hall Lunch Sponsor (Mon/Tues) *** (2 Available)	\$7,500	Lunch will be served throughout the Expo hall on Monday and Tuesday. Lunch sponsor will receive exclusive on site branding and signage recognition for day selected.
Wednesday Keynote/General Session ***	\$7,000	Wednesday's General Session features our closing keynote speaker. Sponsor receives on screen recognition in General Session while introducing Keynote speaker, and two sponsor branded Mic "Squawk" Boxes during Q&A portion of session.
Registration Area*** (Sold Out)	\$7,000	It's the first place where EVERY attendee goes to pick up their badge. Sponsor receives prominent recognition at the registration desk and check-in technology.

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Sponsorship	Investment	Description
Golf Tournament (1 Available)	\$7,000	Taking place Sunday morning, this event is an opportunity to do good while having fun! Proceeds from the tournament go to the RSPA Scholarship Fund. Sponsor receives: on-location signage at check in, complimentary golf hole signage, branded golf balls for each participant (1 sleeve), and additional branding opportunities.
Digital Signage (1 Available)	\$5,000	Used to provide important information to attendees as they move about event venue. Screen # and sizes may vary. Sponsor provided content will be rotated with event content.
Networking Breakfast (by day) *** (3 Available)	\$5,000	Prior to the start of each day, Monday - Wednesday, attendees will enjoy a light breakfast and conversation. Sponsors receive on-site area branding for sponsor day selected.
Hotspot Lounge (1 Available)	\$5,000	Designated expo hall floor space where attendees can go to connect or charge their devices. Sponsor receives on location signage, custom WiFi credentials and splash page branding. Also includes branding of two charging stations.
Education Sponsorship (Availability TBD)	\$2,500	Valuable opportunity to sponsor one of the highest impact member benefits provided by the RSPA and RetailNOW event. Sponsor receives branding around education sessions on site and event education promotion.
Beverage/Snack Break (by day) (Unlimited Available)	\$2,000 Vendor; \$1,000 Reseller	Beverage/Snack breaks provided before and in between sessions, Monday-Wednesday. Sponsor receives on-location signage recognition for day(s) selected.

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*** This exclusive opportunity includes one (1) company provided collateral or item to insert in registration tote bags. Must be pre-approved before shipping. RSPA not responsible for cost of item, printing or shipping

MARKETING

RetailNOW® Marketing Opportunities give sponsors, exhibitors and/or members the chance to promote their presence at the event. Please note that the opportunities listed below are considered advertising and do not include any pre-show marketing or on-site recognition, and have limited availability unless otherwise noted. All pricing noted is in U.S. dollars. *Items in gray are no longer available.*

Opportunity	Investment	Description
Escalator Clings (Sold Out)	\$12,000	Looking to make a huge splash at RetailNOW? Branding the access Escalator to the conference location ensures guaranteed high profile exposure to all attendees as their first entrance to the conference and throughout. An Exclusive and highest profile branding opportunity not to be missed. <i>Ask for specs and sample photo.</i>
Stairwell Wraps (1 Available)	\$10,000	An additional opportunity to make a huge splash at RetailNOW? Branding the access Stairwell to the conference location ensures guaranteed high profile exposure to all attendees as their first entrance to the conference and throughout. An Exclusive and high profile branding opportunity not to be missed. <i>Ask for specs and sample photo.</i>
Window Clings (5 Available)	\$6,000	Looking for a unique way to be seen by attendees? Brand a section of windows located in the conference center. Guaranteed to be seen by every attendee throughout the event. Will receive company-provided artwork for a section of windows. <i>Ask for specs.</i>
Lighted Signs (8 Available)	\$3,500	This show floor branding opportunity provides a backlit 2 panel standing frame for advertising your company's booth location, new product announcements, initiatives, etc. <i>Ask for specs and sample photo.</i>
Directional Signage (9 Available)	\$3,500	Branding seen by all attendees as they move about the venue. Sponsors will receive branding on stationary standing signage including booth # if exhibiting and handheld signage utilized by event volunteers helping guide attendees.
Mobile App Sponsor (5 Available)	\$3,500	Everything attendees need to know about RetailNOW in the palm of their hand. Sponsor receives branding on sponsor screen, rotating banner ad and daily push notifications, branding on Mobile App promotion material. <i>Ask for specs.</i>
Company Video (12 Available)	\$3,000	Custom 1-2 min Video commercial tailored to your message. Will be recorded on site and shared via RSPA Social Media platform and delivered approximately 2 weeks post event.

MARKETING

Opportunity	Investment	Description
Attendee List (Unlimited Availability)	\$2,500	List of attendees that were present at the event. List includes Name, Company Name and Email Address. Will be distributed within two weeks post event.
Water Stations (5 Available)	\$2,500	New for 2019, these water refill stations will be located throughout the Expo Hall for attendees to quench their thirst. Sponsor will have water refill station branded with company provided logo wrap. <i>Ask for specs and sample photo.</i>
Golf Beverage Cart (2 Available)	\$2,500	Have your branding displayed on the beverage cart during the Scholarship Golf Tournament. Sponsor receives: sponsor recognition on every drink ticket supplied to golfer upon check-in.
Ceiling Banners Show Floor (Unlimited Availability)	\$1,500	Great for generating additional exposure to attendees in the Expo Hall, these ceiling banners provide large and highly visible platform for your company to advertise booth location, new product or initiative announcements and company branding. Located strategically in high profile sightlines throughout the expo hall these are a great way to increase your presence and exposure! <i>Ask for specs and sample photo.</i>
Logo'd Fabric Display (4 Available)	\$1,500	This high visibility branding opportunity provides your company logo displayed on a fabric backdrop in the Expo hall throughout the show floor hours. <i>Ask for specs.</i>
Overlook Glass Panels 10' Banner (Sold Out)	\$1,500	This large branding opportunity provides high exposure in the main conference center foyer where all attendees traverse the facility between sessions. These overlook locations provide high sightline visibility throughout the event. <i>Ask for specs and sample photo.</i>
Tote Bag Insert (Unlimited Availability)	\$1,500	Perfect for getting in front of attendees. Will receive one (1) company-provided collateral or item. Must be pre-approved before shipping. RSPA not responsible for cost of item, printing or shipping.
Triangle GEM Frame (Per Panel) 24 Panels (8)	\$1,000 per panel	This show floor branding opportunity provides a paneled standing frame for advertising your company's booth location, new product announcements, initiatives, etc. Available by panel or purchase complete 3 panel display. <i>Ask for specs.</i>
Square GEM Frame (Per Panel) 24 Panels (6)	\$1,000 per panel	This show floor branding opportunity provides a paneled standing frame for advertising your company's booth location, new product announcements, initiatives, etc. Available by panel or purchase complete 4 panel display. <i>Ask for specs.</i>

MARKETING

Opportunity	Investment	Description
RetailNOW Direct Mail Distribution (Unlimited Availability)	\$1,000	Access to distribute one (1) pre-show or (1) post-show direct mail piece to registered RetailNOW attendees. Sponsor will work directly with third-party vendor for production and will also be responsible for printing and shipping costs.
Charging Stations (Unlimited Availability)	\$1,000	Custom Branded Charging Stations with placement in Expo Hall common areas and on perimeter of RSPA Booth. <i>Ask for Specs and sample photo.</i>
Sponsor - Column Displays 24 Panels (6 Columns/4 Panels)	\$1,000	Brand one of several columns located in the event facility. Company will be provided branding on one (1) of four panels per column. Multiple panel and/or entire column (4 panels) purchases allowed dependant on inventory remaining. <i>Ask for specs and sample photo.</i>
Email Spotlight (12 Available)	\$500	Sponsor provided 50 word promotional message including logo featured in one (1) weekly pre-show email blast. Hyperlinked to main event website.
Golf Hole Sponsor Sign (18 Available)	\$500	Additional sponsorship opportunity for the Scholarship fund. Sponsors receive exclusive signage on one tee box on the course.
Mobile Banner Ad (5 Per Day Available)	\$500	Advertise your company's presence with the aid of RetailNOW's Mobile App. Display a banner ad prominently within the interface of the app. Will receive 4-second rotating ad, hyperlinked to company website. <i>Ask for specs.</i>
Floor Clings - Squares (Unlimited Availability)	\$350	Visible to all attendees, these floor clings can be used to market your brand as you prefer. Announce new product launches, initiatives, booth location, etc. Will be placed strategically in high traffic areas of the expo hall for optimum visibility. <i>Ask for specs and sample photo.</i>
Show Guide Advertising & Upgrades Note: Ads to be supplied by advertiser by May 15, 2019.	\$3,000* (Sold Out)	Full Page Premium Placement: Outside Back Cover Bleed Dimensions: 6.5" x 9.5" (Trim Dimensions: 6" x 9")
	\$2,500* (1 Available)	Full Page Premium Placement: Inside Front Cover Bleed Dimensions: 6.5" x 9.5" (Trim Dimensions: 6" x 9")
	\$2,000* (1 Available)	Full Page Premium Placement: Inside Back Cover Bleed Dimensions: 6.5" x 9.5" (Trim Dimensions: 6" x 9")
	\$1,700* (Unlimited Availability)	Full Page: Inside Bleed Dimensions: 6.5" x 9.5" (Trim Dimensions: 6" x 9")
	\$1,250* (Unlimited Availability)	Half Page: Inside Trim Dimensions: 4.875" x 3.75" (No Bleed)
	\$500* (Unlimited Availability)	Exhibitor Listing Upgrade (Exhibitors Only) Color logo next to listing + Company contact and 100-word description

*Price listed is cost to RSPA Members. Non-member cost is 2x that of shown price.

Opportunity	Investment	Description
Community Giveback Backpack (Unlimited Availability)	\$1,000 Vendor; \$500 Resellers	Join the RSPA Community as we pack bags for underprivileged children in the San Antonio area. Sponsors will help fund backpacks that will be filled with non-perishable food items for children whose circumstances make food availability challenging in the evenings and on weekends. Sponsors will be acknowledged throughout the event on signage as well as during all pre and post event promotional communications related to the RSPA Community Giveback initiative. Join us as we continue to try and make an impact for children in need in the local communities at our events.
Reception Rooms (Exhibiting Vendors Only - Availability determined on inquiry)	less than 25 ppl - \$1,500; more than 25 ppl - \$3,000	Reserve a meeting space to conduct a function of your own outside of main function hours. Will receive: Room space and meeting published to attendees. Food & beverage not included.
Show Floor Meeting Rooms (Exhibiting Vendors Only - Limited Availability)	\$2,000	Available for exhibitors who require show floor private meeting space. 10x10 fully draped space in discreet floor location includes desk and 3 chairs. Available for exclusive use during all show floor hours.

QUESTIONS?

Email: Membership@GoRSPA.org **Phone:** 800.782.2693

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THANK YOU 2019 SPONSORS

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JULY 28 - 31

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