



Retail **NOW**[®]
2021
JULY 25-27
Nashville • TN **RSPA**

SPONSORSHIP GUIDE

v07.01.21

EXCLUSIVE SPONSORSHIPS

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 Item	Investment	Description
Monday Keynote/ General Session (Sold Out)	\$15,000	Monday's general session is projected to attract most of the estimated 2,000 RetailNOW attendees. Sponsor receives recognition on the event website and mobile app session pages, sponsor pages, event session signage and on-stage acknowledgement. Sponsor also provided opportunity for a 3-5 minute welcome message to introduce the keynote speaker.
Welcome Reception (Sold Out)	\$15,000	Highly attended kickoff event at RetailNOW®. Sponsor receives recognition on the event website and mobile app session pages, sponsor pages and event session signage. Event beverages served with sponsor logo'd napkins. Sponsorship opportunity also includes 2-minute address to attendees at Monday's General Session. Sponsor has the opportunity to provide collateral at the reception.
Lanyards/Badges (Sold out)	\$10,000	Worn by every attendee, badges are required to attend all RetailNOW® functions. Sponsor receives company logo/artwork on the badge lanyards and on the back side of the badge, which contains important show information. RSPA to provide design specs.
Event Lunch Sponsor (1 per day; Tues.)	\$7,500	Sponsor Monday's or Tuesday's attendee lunch and receive exclusive recognition through event signage, as well as on the event website, mobile app and sponsor pages.
Registration Desk (Sold Out)	\$7,000	Sponsor the first place EVERY attendee goes to check in and pick up their badge. Sponsor receives prominent recognition at the registration area including signage as well as on the event website and mobile app sponsor pages.

*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.

EXCLUSIVE SPONSORSHIPS (CONT'D)

Sponsorship Item	Investment	Description
First-Time Attendee Reception (Sold Out)	\$5,000	Taking place just prior to the Welcome Reception on Sunday evening, new members and first-time RetailNOW® attendees have an opportunity to engage with our community, including the RSPA Board of Directors. Typical attendance has been 100+. Sponsor receives onsite recognition via event signage, event website, and mobile app session & sponsor pages. Sponsor has the opportunity to provide collateral at the reception.
Networking Breakfast (Sold Out)	\$1,500 /Mon. \$3,000/Tue.	On Monday and Tuesday mornings, attendees will enjoy breakfast and conversation. Sponsors receive on site area signage for day selected as well as recognition on the web and mobile app sponsor pages. Tuesday's breakfast will also be the site for the Annual RSPA Vendor Awards of Excellence presentations.
Refreshment Sponsorship (unlimited availability) + Complimentary Sponsor Social Media Spotlight	\$1,500	Break refreshments are provided before and in-between sessions Monday and Tuesday. Sponsor will receive onsite recognition via signage at refreshment stations for both days, as well as exposure through event website and mobile app sponsor pages.
Education Track Sponsor (1 per education track; 5 total; 2 available) + Complimentary Sponsor Social Media Spotlight	\$3,500	Sponsors will be provided significant exposure opportunities including a 90-second speaking slot to kick off two of the educational breakout sessions in their sponsored track. Sponsors will also be mentioned on the signage outside the breakout rooms and on various RSPA electronic properties.
Hand Sanitizing Station Sponsorship (Sold Out)	\$3,000	Hand sanitizing stations are provided throughout the show floor and high traffic areas. Sponsor will receive onsite recognition via signage at hand sanitizing stations.

MARKETING & BRANDING OPPORTUNITIES

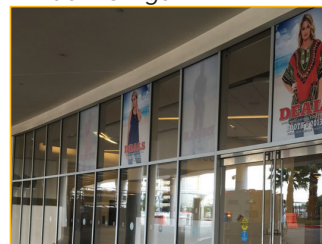
RetailNOW® marketing & branding opportunities give sponsors, exhibitors and/or members the chance to promote their presence at the event. Please note that these opportunities listed below have limited availability and do not include any pre-show marketing or on-site recognition, unless otherwise noted.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

Opportunity	Investment	Description
Mobile App Sponsor + Complimentary Sponsor Social Media Spotlight	\$3,500	With no printed show guide in 2021, the mobile app promises to be more popular than ever. The mobile app provides attendees everything they need to know about RetailNOW®, right in the palm of their hand. Sponsor receives branding on sponsor screen, rotating banner ad, daily push notifications and branding on mobile app promotion material. RSPA to provide specs.
RetailNOW Attendee List	\$2,500	RSPA to provide sponsor a list of attendees that were present at the event. List includes name, company name and email address and will be distributed within two weeks post event.

Ceiling Banners Show Floor



Window Clings



Floor Clings



Opportunity	Investment	Description
Community Giveback (4 vendor sponsorships available)	\$2,500 Vendor \$500 Reseller	Join the RSPA Community as we work together to assist those in need. Community Giveback sponsors that help fund this special project will be acknowledged throughout the event on signage as well as during all pre- and post-event promotional communications.
Rooms for Partner Meetings or Receptions (exhibiting vendors only; availability determined upon inquiry)	Fewer than 25 people – \$1,500 (room fee only) More than 25 people – \$3,000 (room fee only)	With travel limited in 2020 and 2021, this is the perfect year to host your annual partner conference or a dealer meeting/reception at RetailNOW – for far less than you would pay hosting elsewhere. Reserve a meeting space to conduct a function of your own outside of RetailNOW® scheduled activities. Sponsor will receive room and significant discounts on A/V, internet, and food & beverage. Based on availability, the Gaylord will extend the RetailNOW room rate (\$179 per night July 22-29) to you and your partners, even for the weekend. Partner meeting/reception rooms and hotel rooms are limited at these rates -- reserve early so you don't miss out.
Show Floor Meeting Rooms (exhibiting vendors only; limited availability)	\$2,000	Whisper suites available for exhibitors who require private meeting space on the show floor. RSPA will provide a 10x10 paneled wall space with locking door in discreet show floor location, along with a table and 3 chairs. Available for exclusive use during all show floor hours. Additional meeting space needs can be coordinated through GES or event hall catering contact. Inquire with your member services representative for contact information.

QUESTIONS?

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

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THANK YOU, 2019 SPONSORS

