



Retail **NOW**[®]
2022
July 24-26
Orlando, FL
RSPA

SPONSORSHIP GUIDE



GAYLORD PALMS[®]
RESORT & CONVENTION CENTER

Florida

#1 CHANNEL SHOW



RetailNOW® is the retail IT channel’s #1 trade show, education conference, and networking event. This event brings together the industry’s leading VARs, ISVs, and vendors serving the restaurant, retail, grocery, and cannabis verticals. It is Where The Industry Meets! 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.

Opportunity	Investment	Description
Monday Keynote/ General Session (1 Available)	\$25,000	<ul style="list-style-type: none"> • Opportunity for a brief welcome message to introduce the keynote speaker • Recognition on event session signage and on-stage acknowledgement • Logo recognition includes the following: <ul style="list-style-type: none"> • Event website • Mobile app sponsor pages • Sponsor pages
First Look Welcome Reception (2 Available; 3 Total)	\$15,000	<ul style="list-style-type: none"> • First Look Welcome Reception is held on the show floor • Event beverages served with sponsor logo'd napkins • Sponsor has the opportunity to provide collateral at the reception • Recognition on the event session signage • Logo recognition includes the following: <ul style="list-style-type: none"> • Event website • Mobile app sponsor pages • Sponsor pages
Lanyards/Badges (Sold Out)	\$16,000	<ul style="list-style-type: none"> • Worn by every attendee, badges are required to attend all RetailNOW® functions • Sponsor receives company logo/artwork on badge lanyards and back side of the badge • Logo recognition includes the following: <ul style="list-style-type: none"> • Event website • Mobile app sponsor pages • 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.

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Opportunity	Investment	Description
Event Lunch Sponsor (1 Per Day)	\$7,500	<ul style="list-style-type: none"> Sponsor Monday's or Tuesday's attendee lunch Exclusive recognition on event signage Logo recognition includes the following: <ul style="list-style-type: none"> Event website Mobile app sponsor pages Sponsor pages
Registration Desk (Sold Out)	\$7,000	<ul style="list-style-type: none"> Sponsor the first place every attendee goes to check in and pick up their badge Prominent recognition at the registration area Logo recognition includes the following: <ul style="list-style-type: none"> Event website Mobile app sponsor pages Sponsor pages
Water Bottle (Sold Out)	\$10,000	<ul style="list-style-type: none"> Provide all attendees with a branded reusable water bottle for use at water filling stations throughout venue Logo recognition includes the following: <ul style="list-style-type: none"> Event website Mobile app sponsor pages Sponsor pages
Tote Bag (Sold Out)	\$8,000	<ul style="list-style-type: none"> Provide all attendees with a branded tote bag Logo recognition includes the following: <ul style="list-style-type: none"> Event website Mobile app sponsor pages Sponsor pages
Charging Stations (1 Available)	TBD	<ul style="list-style-type: none"> Prominent recognition on show floor charging stations where attendees can charge devices Logo recognition includes the following: <ul style="list-style-type: none"> Event website Mobile app sponsor pages Sponsor pages
Networking Breakfast (1 Per Day)	\$3,000 per day	<ul style="list-style-type: none"> Sponsors receive exclusive recognition on event signage for sponsored day Logo recognition includes the following: <ul style="list-style-type: none"> Event website Mobile app sponsor pages Sponsor pages

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Opportunity	Investment	Description
Refreshment Sponsorship (Unlimited Availability) + Complimentary Sponsor Social Media Spotlight	\$1,500	<ul style="list-style-type: none"> • Break refreshments provided in-between education sessions Monday and Tuesday • Sponsor will receive signage recognition at refreshment stations for both days • Logo recognition includes the following: <ul style="list-style-type: none"> • Event website • Mobile app sponsor pages • Sponsor pages
Education Track Sponsor (1 Per Education Track; 3 Available; 6 Total) + Complimentary Sponsor Social Media Spotlight	\$3,500	<ul style="list-style-type: none"> • 90-second speech to kick off two education breakout sessions in sponsored track • Recognition on event signage • Logo recognition includes the following: <ul style="list-style-type: none"> • Event website • Mobile app sponsor pages • Sponsor pages
Mobile App Sponsor (5 Available) + Complimentary Sponsor Social Media Spotlight	\$3,500	<ul style="list-style-type: none"> • No printed show guides are distributed • The mobile app provides attendees everything they need to know about RetailNOW® • Prominent recognition in mobile app • Logo recognition includes the following: <ul style="list-style-type: none"> • Event website • Mobile app sponsor pages • Sponsor pages
Hand Sanitizing Station Sponsorship (1 Available)	\$3,000	<ul style="list-style-type: none"> • Hand sanitizing stations are provided throughout the show floor and high traffic areas • Sponsor will receive onsite recognition via signage at hand sanitizing stations • Logo recognition includes the following: <ul style="list-style-type: none"> • Event website • Mobile app sponsor pages • Sponsor pages
Sponsor Social Media Spotlight (Unlimited Availability)	\$1,000	<ul style="list-style-type: none"> • Sponsor provides promotional message and imagery • RSPA posts on Twitter, Facebook, and LinkedIn
Community Giveback (4 Vendor Sponsorships Available; Unlimited Reseller Sponsorships)	\$2,500 Vendor \$500 Reseller	<ul style="list-style-type: none"> • Annually, the RSPA Community works together to assist those in need • Acknowledgment throughout the event • Recognition on event signage • Recognition in all pre- and post-event promotional communications

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Opportunity	Investment	Description
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)	<ul style="list-style-type: none"> • Host your annual partner conference or a dealer meeting/reception at RetailNOW® • Far less than you would pay hosting elsewhere • A meeting space to conduct a function of your own outside of RetailNOW® scheduled activities • Significant discounts on A/V, internet, and food & beverage • Based on availability, the Gaylord will extend the RetailNOW® room rate to you and your partners
Show Floor Meeting Rooms (Exhibiting Vendors Only; Limited Availability)	\$2,000	<ul style="list-style-type: none"> • Whisper suites available for exhibitors who require private meeting space on the show floor • 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
Vendor Partner Program (VPP)	Consult Member Services Manager	<ul style="list-style-type: none"> • Opportunity to bring channel partners to RetailNOW® • Treat your VIPs by reducing the overall expense of attending the retail IT industry's premiere education and tradeshow event
Registered Attendee List	Annual Platinum Sponsors Only	<ul style="list-style-type: none"> • The official list of RetailNOW® attendees • List includes name, company name and email address

QUESTIONS?

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



THANK YOU 2021 SPONSORS

