

A photograph of the Gaylord Palms Resort at dusk, with the building's lights reflecting in a body of water in the foreground.

Retail **NOW** 2023

Where the Industry Meets

SPONSORSHIP GUIDE



July 30 - August 1 // Gaylord Palms // Orlando, FL

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® premium sponsorships give sponsors the spotlight on key components that are essential to the success of the event. All sponsorships listed below include significant pre-show marketing* and on-site recognition**. *Items in dark gray are no longer available.*

PREMIUM SPONSORSHIPS SUMMARY TABLE

	(1 Available; 2 Total)	(3 Total Available)		(2 Available; 3 Total)	
	Premier \$25K	Day 1 Gold Education \$20K	Day 1 Silver Education \$12K	Day 2 Gold Education \$15K	Day 2 Silver Education \$9K
RetailNOW Website Sponsorship	✓	✓	✓	✓	✓
Event Signage Sponsor Recognition	✓	✓	✓	✓	✓
Mobile App Sponsorship	✓	✓	✓	✓	✓
Sponsor Recognition During Education Tracks	All	Monday	Monday	Tuesday	Tuesday
Networking Breakfast Sponsor Recognition	All	Monday	Monday	Tuesday	Tuesday
Event Lunch Sponsor Recognition	All	Monday	Monday	Tuesday	Tuesday
Break Refreshments Sponsorship	All	Monday		Tuesday	
RSPA Social Media Spotlight	1	1	1	1	1
Pre-event Promotion Email Sponsor Spotlight	1	1	1	1	1
Keynote/General Session or First Look Welcome Reception Sponsorship (first come, first served)	Choice				
Show Floor Meeting Room	1	1		1	
Room for Partner Meetings or Receptions	1	50% Discount		50% Discount	
Complimentary Registrations	2	1	1	1	1

Sponsorship	Investment	Description
Badges and Lanyards 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
Room Keycard SOLD OUT	\$15,000	<ul style="list-style-type: none"> Your brand can be in everyone's pocket! Attendees will be reminded of your company each trip to their room Sponsor receives company logo/artwork on the back side of keycard 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"> Water filling stations Event website Mobile app sponsor pages Sponsor pages
Registration Desk SOLD OUT	\$8,000	<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
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
Refreshment Sponsorship (Unlimited Available)	\$2,500	<ul style="list-style-type: none"> Break refreshments provided in-between education sessions Monday and Tuesday, plus popcorn and ice cream in the exhibit hall 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

Sponsorship	Investment	Description
Show Floor Meeting Rooms (Exhibiting Vendors Only; Limited Availability)	\$2,000	<ul style="list-style-type: none"> Whisper suites available for exhibitors who desire private meeting space on the show floor 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
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