

RSPA

# Retail **2024** NOW

## SPONSORSHIP GUIDE



July 28 - 30 • Paris Hotel • Las Vegas

WHERE THE INDUSTRY MEETS!

[www.GoRSPA.org/RetailNOW](http://www.GoRSPA.org/RetailNOW)

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)		(3 Total Available)	
	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
Event Lunch Sponsor Recognition	All	Monday	Monday	Tuesday	Tuesday
Hospitality Sponsorship for the Day (e.g. meals, beverages, snacks, etc.)	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				
Complimentary Tote Bag Insert	✓				
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
<b>Badges and Lanyards</b> <b>SOLD OUT</b>	\$20,000	<ul style="list-style-type: none"> <li>Worn by every attendee, badges are required to attend all RetailNOW® functions</li> <li>Sponsor receives company logo/artwork on badge lanyards and back side of the badge</li> <li>Logo recognition includes the following:               <ul style="list-style-type: none"> <li>Event website</li> <li>Mobile app sponsor pages</li> <li>Sponsor pages</li> </ul> </li> </ul>
<b>Water Bottle</b> <b>SOLD OUT</b>	\$10,000	<ul style="list-style-type: none"> <li>Provide all attendees with a branded reusable water bottle for use at water filling stations throughout venue</li> <li>Logo recognition includes the following:               <ul style="list-style-type: none"> <li>Water filling stations</li> <li>Event website</li> <li>Mobile app sponsor pages</li> <li>Sponsor pages</li> </ul> </li> </ul>
<b>Registration Desk</b> (1 Available)	\$9,000	<ul style="list-style-type: none"> <li>Sponsor the first place every attendee goes to check in and pick up their badge</li> <li>Prominent recognition at the registration area</li> <li>Logo recognition includes the following:               <ul style="list-style-type: none"> <li>Event website</li> <li>Mobile app sponsor pages</li> <li>Sponsor pages</li> </ul> </li> </ul>
<b>Tote Bag</b> <b>SOLD OUT</b>	\$9,000	<ul style="list-style-type: none"> <li>Provide all attendees with a branded tote bag</li> <li>Logo recognition includes the following:               <ul style="list-style-type: none"> <li>Event website</li> <li>Mobile app sponsor pages</li> <li>Sponsor pages</li> </ul> </li> </ul>
<b>Refreshment Sponsorship</b> (Unlimited Available)	\$2,500	<ul style="list-style-type: none"> <li>Break refreshments provided in-between education sessions Monday and Tuesday</li> <li>Sponsor will receive signage recognition at refreshment stations for both days</li> <li>Logo recognition includes the following:               <ul style="list-style-type: none"> <li>Event website</li> <li>Mobile app sponsor pages</li> <li>Sponsor pages</li> </ul> </li> </ul>
<b>Tote Bag Insert</b> (Exhibiting Vendors Only; Limited Availability)	\$1,500	<ul style="list-style-type: none"> <li>Provide all attendees with a branded piece collateral in the tote bag</li> <li>Limited availability (first come, first served)</li> <li>Collateral must be provided by sponsor and approved by the RSPA</li> </ul>
<b>Registration List</b> (Exhibiting Vendors Only)	\$2,500	<ul style="list-style-type: none"> <li>Receive the official RetailNOW registration list</li> <li>Provided within two weeks post event</li> </ul>

Sponsorship	Investment	Description
<b>Show Floor Meeting Rooms</b> (Exhibiting Vendors Only; Limited Availability)	\$2,000	<ul style="list-style-type: none"> <li>Whisper suites available for exhibitors who desire private meeting space on the show floor</li> <li>10x10 paneled wall space with locking door in discreet show floor location, along with a table and 3 chairs</li> <li>Available for exclusive use during all show floor hours</li> </ul>
<b>Rooms for Partner Meetings or Receptions</b> (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"> <li>Host your annual partner conference or a dealer meeting/reception at RetailNOW®</li> <li>Far less than you would pay hosting elsewhere</li> <li>A meeting space to conduct a function of your own outside of RetailNOW® scheduled activities</li> <li>Significant discounts on food &amp; beverage</li> <li>Based on availability, the RetailNOW® room rate will be extended to you and your partners</li> </ul>

**Reserve Your Booth Space Today!**

RetailNOW 2024 is expecting 1,600+ attendees including hundreds of VARs and ISVs seeking new partners. Reserve your booth by contacting [Membership@GoRSPA.org](mailto:Membership@GoRSPA.org).

Booth Size	Member Price	Registrations Included
10x10	\$4,550	2
10x20	\$8,200	4
20x20	\$15,500	8
20x30	\$22,000	12