

ENGAGE WITH YOUR CHANNEL AT

The RSPA's Vendor Partner Program provides RSPA vendor members with an opportunity to bring channel partners to RetailNOW®.



BOOST DEALER ATTENDANCE



Whether you're hosting a dealer meeting at RetailNOW® or you're interested in making sure your channel partners see your product launch in the Exhibit Hall, this program will help you ensure that you are able to meet with more of your partners at this annual event.

RECOGNITION



Treat your VIPs by reducing the overall expense of attending the point of sale industry's premiere education and tradeshow event. RetailNOW® is a can't-miss opportunity for anyone in the POS technology ecosystem. Consider rewarding high performers with a trip to the show. Provide dealers with an opportunity to see your team in action— whether on the show floor or winning a coveted Vendor of Excellence Award.

BUILD THE COMMUNITY



Provide your channel partners with an opportunity to connect with a community. Consistent feedback from attendees show that connecting and collaborating with other attendees is one of the top benefits of RetailNOW® attendance. Best practice sharing in education sessions, and impromptu discussions in the hallways give your resellers the chance to experience the community that's created by the RSPA. The Vendor Partner Program is open to RSPA members and non-members alike—a terrific opportunity for non-members to see RSPA in action.

ACCESS TO RESOURCES



With participation in the Vendor Partner Program, your channel will get incredible access to the movers and shakers within the retail IT industry. Your team will have the opportunity to get face time with some of your most important customers. Channel partners will receive top tier education and professional development to help them grow their business. Our live education events give you and your team access to retail IT thought leaders.

IT'S EASY TO PARTICIPATE:

- You can invite your channel partners to the event using your existing communication channels/ RSPA created messaging.
- Get a unique code that your partners can use to register at no cost.
- You control your invite list and RSPA helps help you track those who are attending.
- No minimum (or maximum) number of invitation requirements.
- With your code, your attendee pricing is \$350 per reseller/DISD attendee. You will get a single invoice, post- event, for all attendees registering with this code.