

Retail **NOW**[®] 2025

JULY 27-29, 2025

Caesars Palace | Las Vegas

www.GoRSPA.org/RetailNOW

SPONSORSHIP GUIDE

WHERE THE INDUSTRY MEETS!

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 Remaining; 2 Total)	(2 Remaining; 3 Total)	(3 Total Available)
	Platinum \$25K	Gold \$20K	Silver \$15K
RetailNOW Website and Email Sponsorship	✓	✓	✓
Event Signage Sponsor Recognition	✓	✓	✓
Mobile App Co-Sponsorship Recognition	Enhanced	✓	✓
Education Co-Sponsorship Recognition	✓	✓	✓
Monday Breakfast Co-Sponsorship Recognition	✓	✓	✓
Monday & Tuesday Lunch Co-Sponsorship Recognition	✓	✓	
RSPA Social Media Spotlight	1	1	1
Pre-event Promotion Email Sponsor Spotlight	1	1	
General Session Sponsor or First Look Welcome Reception Sponsor + General Session/Onstage Message	Choice		
Tote Bag Insert	1	50% Discount	
Room for Partner Meetings or Receptions	1	50% Discount	50% Discount
Complimentary Registrations	3	2	1

Sponsorship	Investment	Description
Badges and Lanyards SOLD OUT	\$20,000	<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 and emails Mobile app sponsor pages
Hotel Keycard (1 Available)	\$9,500	<ul style="list-style-type: none"> Provide all attendees a branded hotel keycard at check-in, allowing them to see your brand while accessing their rooms Logo recognition includes the following: <ul style="list-style-type: none"> Event website and emails Mobile app sponsor pages
Tote Bag SOLD OUT	\$9,000	<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 and emails Mobile app sponsor pages
Registration Desk SOLD OUT	\$9,000	<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 and emails Mobile app sponsor pages
Expo Hall Morning Coffee Bar Sponsorship (1 Available)	\$5,000	<ul style="list-style-type: none"> Prominent recognition in designated coffee bar expo hall area Coffee bar will be open through lunch Logo recognition includes the following: <ul style="list-style-type: none"> Event website and emails Mobile app sponsor pages
Education Co-Sponsorship (3 Available)	\$5,000	<ul style="list-style-type: none"> Prominent recognition in all education breakout presentations Logo recognition includes the following: <ul style="list-style-type: none"> Event website and emails Mobile app sponsor pages
Welcome Reception Co-Sponsorship (2 Available)	\$4,000	<ul style="list-style-type: none"> Prominent signage recognition during Welcome Reception Logo recognition includes the following: <ul style="list-style-type: none"> Event website and emails Mobile app sponsor pages
Monday & Tuesday Lunch Co-Sponsorship (3 Available)	\$4,000	<ul style="list-style-type: none"> Prominent signage recognition during lunch both days Logo recognition includes the following: <ul style="list-style-type: none"> Event website and emails Mobile app sponsor pages

Sponsorship	Investment	Description
Education Refreshment Sponsorship (7 Available: 8 Total)	\$2,500	<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 and emails Mobile app sponsor pages
Monday Breakfast Co-Sponsorship (3 Available)	\$2,000	<ul style="list-style-type: none"> Sponsor will receive signage recognition during breakfast on Monday Logo recognition includes the following: <ul style="list-style-type: none"> Event website and emails Mobile app sponsor pages
Tote Bag Insert (Exhibiting Vendors Only; Limited Availability)	\$1,500	<ul style="list-style-type: none"> Provide all attendees with a branded piece collateral in the tote bag Limited availability (first come, first served) Collateral must be provided by sponsor and approved by the RSPA
Registration List (Exhibiting Vendors Only)	\$2,500	<ul style="list-style-type: none"> Receive the official RetailNOW registration list Provided within two weeks post event
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 food & beverage Based on availability, the RetailNOW® room rate will be extended to you and your partners

Reserve Your Booth Space Today!

RetailNOW 2025 is expecting 1,600+ attendees including hundreds of VARs and ISVs seeking new partners. Reserve your booth by contacting 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