

# Retail NOW

2026

July 26-28, 2026

Caesars Forum | Las Vegas

## Sponsorship Guide



[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 Sold; 2 Total Available)	(3 Total Available)	(1 Sold; 3 Total Available)
	<b>Platinum \$25K</b>	<b>Gold \$20K</b>	<b>Silver \$15K</b>
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
<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 logo on front of badge and lanyard. Sponsor branding on back of badge.</li> <li>Logo recognition includes the following:                             <ul style="list-style-type: none"> <li>Event website and emails</li> <li>Mobile app sponsor pages</li> </ul> </li> </ul>
<b>Registration Desk</b> <b>SOLD OUT</b>	\$10,000	<ul style="list-style-type: none"> <li>Sponsor the first place every attendee goes to check in and pick up their badge</li> <li>Sponsor recognition on registration kiosk(s)</li> <li>Prominent recognition at the registration area</li> <li>Logo recognition includes the following:                             <ul style="list-style-type: none"> <li>Event website and emails</li> <li>Mobile app 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 and emails</li> <li>Mobile app sponsor pages</li> </ul> </li> </ul>
<b>Expo Hall Morning Coffee Bar/Donut Wall Sponsorship</b> <b>SOLD OUT</b>	\$6,000	<ul style="list-style-type: none"> <li>Prominent recognition in designated coffee bar expo hall area</li> <li>Coffee bar will be open through lunch</li> <li>Logo recognition includes the following:                             <ul style="list-style-type: none"> <li>Event website and emails</li> <li>Mobile app sponsor pages</li> </ul> </li> </ul>
<b>Education Co-Sponsorship</b> (3 Available)	\$5,000	<ul style="list-style-type: none"> <li>Prominent recognition in all education breakout presentations</li> <li>Logo recognition includes the following:                             <ul style="list-style-type: none"> <li>Event website and emails</li> <li>Mobile app sponsor pages</li> </ul> </li> </ul>
<b>Welcome Reception Co-Sponsorship</b> (2 Available)	\$4,000	<ul style="list-style-type: none"> <li>Prominent signage recognition during Welcome Reception</li> <li>Logo recognition includes the following:                             <ul style="list-style-type: none"> <li>Event website and emails</li> <li>Mobile app sponsor pages</li> </ul> </li> </ul>
<b>Monday &amp; Tuesday Lunch Co-Sponsorship</b> (3 Available)	\$4,000	<ul style="list-style-type: none"> <li>Prominent signage recognition during lunch both days</li> <li>Logo recognition includes the following:                             <ul style="list-style-type: none"> <li>Event website and emails</li> <li>Mobile app sponsor pages</li> </ul> </li> </ul>
<b>Education Refreshment Sponsorship</b> (8 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 and emails</li> <li>Mobile app sponsor pages</li> </ul> </li> </ul>

Sponsorship	Investment	Description
<b>Monday Education Breakfast Co-Sponsorship</b> (3 Available)	\$2,000	<ul style="list-style-type: none"> <li>Sponsor will receive signage recognition during breakfast on Monday</li> <li>Logo recognition includes the following:                             <ul style="list-style-type: none"> <li>Event website and emails</li> <li>Mobile app 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>
<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 2026 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	\$4,650	2
10x20	\$8,350	4
20x20	\$15,800	8
20x30	\$22,500	12