

Retail Council of Canada

RETAIL
WEST 2018



#RETAILWEST18

Sponsorship Opportunities

November 6th 2018

Westin Bayshore, Vancouver, BC.

Contact Mary Markou, Director, Sponsorship & Partnerships

mmarkou@retailcouncil.org | 416-467-3755

RCC Retail West 2018 Sponsorship Opportunities



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Take a day out of the office to explore opportunities and trends that could add BIG value to your business

[Retail Council of Canada's](#) Retail West is Western Canada's premier retail industry event, attended by over 300 mid – senior level executives. The event brings together retailers ranging in size from independent merchants to Canada's largest retailers operating on the West Coast, as well as retail industry vendors and suppliers.

Retail West shares: innovative ideas, real-life case studies and trends, providing tools and resources specific to the Western Canadian retail market.

2017 Attendee Profile:

Last year's Retail West Conference saw a **25% increase** in the number of delegates attending, bringing together professionals from companies across the retail industry including:

- *32 books & Gallery*
- *Amazon*
- *Arc'teryx*
- *Article*
- *Asics Canada*
- *Auld Phillips*
- *Best Buy Canada*
- *Boys'Co Stores*
- *British Columbia Liquor Distribution*
- *Campers Village Inc.*
- *Cloverdale Paint*
- *Diane's Lingerie*
- *eBay*
- *Ecco Shoes Canada*
- *Edible Canada*
- *Epicure*
- *H.Y. Louie Co. Ltd.*
- *Hubba*
- *Icebreaker*
- *JAK's Beer, Wine & Spirits*
- *Johnstone's Barbecues*
- *JYSK Canada*
- *Kal Tire*
- *Kintec*
- *Kit and Ace*
- *London Drugs*
- *Lululemon*
- *Lush*
- *Mountain Equipment Co-Op*
- *Opus Art Supplies*
- *Pepper Palace Canada Inc.*
- *Pharmacy SOS*
- *Providence Health Care*
- *Purdys Chocolatier*
- *Reckless Bike Store*
- *Saje Natural Wellness*
- *Save on Foods*
- *Simon Fraser University Bookstore*
- *Sobeys*
- *Sofa So Good*
- *Spud.ca*
- *St. Paul's Hospital Gift Shop*
- *Tentree*
- *The Artym Gallery*
- *Toy Jungle Park Royal Retail Ltd.*
- *Turnabout*
- *Urban Barn*

Showcase your partnership with RCC – “The Voice of Retail”, with one of the enclosed sponsorship opportunities to raise your company's profile within your target market

www.retailwest.ca | [#RetailWest18](https://twitter.com/RetailWest18)





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WEST 2018**

**Presenting
\$20,000**

As “Presenting Sponsor” you receive the following benefits:

Brand Experience/P.R.

- Opportunity to have a senior representative introduce a keynote speaker
- Multiple Podium mentions: “Presented by _____”

Advertising

- Sr. Executive interview w/RCC CEO & President, Diane J. Brisebois, to be used in Social Media Campaign – topic tbd.
- Opportunity to include a banner ad in RCC’s e-newsletter for the 4 weeks prior to the Conference
- Ad/Recognition in Canadian Retailer ‘s (August) edition

Event Material and Onsite Signage

- Logo on ALL collateral material
- Significant presence in the Event Program
 - Full Page Ad
 - “Message from the Presenting Sponsor”
 - Logo on bottom corner of each layout in the program
 - Logo, phone number &/or website listed in sponsor directory
- Logo on ALL Event Signage
- Significant presence on main stage screens
 - Logo on ALL slides on Main Hall Stage
 - Logo on ALL slides in concurrent sessions

SOLD

Online Presence

- Corporate logo & link to your website from the RCC Event page (pre & post event)

Networking Opportunity

- SIX (6) Complimentary Registrations to the Full Conference
- 10’x10’ Exhibit Space



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WEST 2018**

Thought Leadership Session
\$8,500

Showcase your company, the solutions you provide, and why retailers NEED your expertise as they set their goals and face challenges in 2018/19.

As a “Thought Leadership Session” sponsor you receive the following benefits:

Brand Experience/P.R.

Opportunity to present a 30 minute “Thought Leadership Session” during a Concurrent Session time slot
(NOTE: Content will require pre-approval by RCC)

Advertising

- Opportunity to include a banner ad in RCC’s e-newsletter for the 4 weeks prior to the Conference
- 2 dedicated Tweets regarding your participation 2 weeks prior to the Conference

Event Material and Onsite Signage

- Logo on select collateral material (e-vites, post cards, etc.)
- Presence in the Event Program
 - Full Page Ad
 - Logo & website listed in sponsor directory
- Logo on Event Signage
 - Thank You Signage
 - Showcase Signage
 - Logo beside Showcase timeslot in the program (on-line version also)
- Logo presence on main stage screen “Sponsor Loop”

Online Presence

- Corporate logo & link to your website from the RCC Event page (pre & post)

Networking Opportunity

- Three (3) Complimentary Registrations to the Full Conference



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Lunch'n'Learn
\$6,500

As a "Lunch'n'Learn" Sponsor you receive the following benefits:

Brand Experience/P.R.

- Sponsor to develop, coordinate and deliver content for a 20 minute lunch session
(NOTE: Content will require pre-approval by RCC)
- Podium mention: "Lunch and Learn sponsored by ____"

Advertising

- Logo on ALL e-blasts
- Presence in the Event Program :
 - ½ Page Ad
 - Logo placed beside the Lunch'n'Learn timeslot in the program (printed & on-line versions)
 - Logo & website listed in sponsor directory
- Logo on Sponsor "Thank You" Sign
- Presence on Main Stage
 - Logo representation on the "Lunch'n'Learn Sponsor" slide on Main Hall Stage

Online Presence

- Corporate logo & link to your website from the RCC Event page (pre & post)

Networking Opportunity

- TWO (2) complimentary registrations to the full conference.
- Access to a discounted rate for additional registrations.



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WEST 2018**

**Thought Leadership
Fast Five
\$5,000**

As a "RCC's "Fast Five" Thought Leadership Series Sponsor you receive the following benefits:

Brand Experience/P.R.

- Opportunity to have a representative from your company present a FIVE minute presentation on the Main Stage regarding what your company has to offer
(NOTE: Content will require pre-approval by RCC)
- Podium mention: "Fast5 sponsored by ____"

Advertising

- Logo on ALL e-blasts
- Presence in the Event Program :
 - ¼ Page Ad
 - Logo placed beside the RCC's "Fast Five" Thought Leadership Series" timeslot in the program (printed & on-line versions)
 - Logo & website listed in sponsor directory
- Logo on Sponsor "Thank You" Sign
- Presence on Main Stage

Online Presence

- Corporate logo & link to your website from the RCC Event page (pre & post)

Networking Opportunity

- TWO (2) complimentary registrations to the full conference
- Access to a discounted rate for additional registrations



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**RETAIL
WEST 2018**

Conference Program
\$4,500

As “Conference Program” sponsor you receive the following benefits:

Event Material and Onsite Signage

- Significant Presence in the Event Program
 - Logo in bottom corner of every layout under the title “Program Sponsored by”
 - Full page ad in premium placement
 - Logo & website listed in sponsor directory
- Logo on Sponsor “Thank You” Sign
- Presence on main stage screen
 - Logo representation on the “Program Sponsor” slide on Main Hall Stage

Online Presence

- Corporate logo & link to your website from the RCC Event page (pre & post event)

Networking Opportunity

- TWO (2) Complimentary Registrations to the Full Conference
- Access to a discounted rate for additional registrations



Retail Council of Canada
**RETAIL
WEST 2018**

Networking Reception
\$4,500

As “Networking Reception” Sponsor you receive the following benefits:

Event Material and Onsite Signage

- Presence in the Event Program
 - ½ Page Ad
 - Logo placed beside the Networking timeslot in the program (printed & on-line versions)
 - Logo & website listed in sponsor directory
- Logo on Signage
 - Sponsor “Thank You” Sign
 - “Reception” Sign & Tent Cards
- Presence on main stage screen
 - Logo representation on the “Reception Sponsor” slide on Main Hall Stage

Online Presence

- Corporate logo & link to your website from the RCC Event page (pre & post event)

Networking Opportunity

- TWO (2) Complimentary Registrations to the Full Conference

Brand Experience/P.R.

- Podium mentions during Reception: “Reception generously sponsored by”



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**RETAIL
WEST 2018**

**Lunch
\$3,500**

As “Lunch Sponsor” you receive the following benefits:

Event Material and Onsite Signage

- Presence in the Event Program
 - ¼ Page Ad
 - Logo placed beside the Lunch timeslot in the program (printed & on-line versions)
 - Logo & website listed in sponsor directory
- Logo on Signage
 - Sponsor “Thank You” Sign
 - “Lunch” Sign & Tent Cards
- Presence on main stage screen
 - Logo representation on the “Lunch Sponsor” slide on Main Hall Stage

Online Presence

- Corporate logo & link to your website from the RCC Event page (pre & post event)

Networking Opportunity

- TWO (2) Complimentary Registrations to the Full Conference
- Access to a discounted rate for additional registrations

Brand Experience/P.R.

- Podium mentions during Lunch: “Lunch generously sponsored by _____”



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WEST 2018**

**Registration
\$3,500**

As “Registration” Sponsor you receive the following benefits:

Event Material and Onsite Signage

- Presence in the Event Program
 - Logo placed beside the Registration timeslot in the program (printed & on-line versions)
 - Logo & website listed in sponsor directory
- Logo on Signage
 - Sponsor “Thank You” Sign
 - Registration Signage
- Presence on main stage screen
 - Logo representation on the “Registration Sponsor” slide on Main Hall Stage

Online Presence

- Corporate logo & link to your website from the RCC Event page (pre & post event)
- Logo recognition on the online registration site and fax forms

Networking Opportunity

- ONE (1) Complimentary Registration to the Full Conference
- Access to a discounted rate for additional registrations



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**RETAIL
WEST 2018**

Super Session
\$3,500

As a “Super Session” sponsor you receive the following benefits:

Event Material and Onsite Signage

- Presence in the Event Program
 - Logo placed beside the Super Session timeslot in the program (printed & on-line versions)
 - Logo & website listed in sponsor directory
- Logo on Signage
 - Sponsor “Thank You” Signage
 - Super Session Signage
- Presence on main stage screen
 - Logo representation on the “Super Session Sponsor” slide on Main Hall Stage

Online Presence

- Corporate logo & link to your website from the RCC Event page (pre & post event)

Networking Opportunity

- ONE (1) Complimentary Registration to the Full Conference
- Access to a discounted rate for additional registrations
- Opportunity for a senior executive to introduce the session.

(NOTE: RCC will provide a scripted introduction 2-3 days in advance of the event to the designated company representative. It is your responsibility to provide RCC with that individual’s contact information three weeks in advance of the event.)



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Concurrent Session
\$3,500

As a “Concurrent Session” sponsor you receive the following benefits:

Event Material and Onsite Signage

- Presence in the Event Program
 - Logo placed beside the Concurrent Session timeslot in the program (printed & on-line versions)
 - Logo & website listed in sponsor directory
- Logo on Signage
 - Sponsor “Thank You” Signage
 - Concurrent Session Signage
- Presence on main stage screen
 - Logo representation on the “Concurrent Session Sponsor” slide on Main Hall Stage

Online Presence

- Corporate logo & link to your website from the RCC Event page (pre & post event)

Networking Opportunity

- ONE (1) Complimentary Registration to the Full Conference
- Access to a discounted rate for additional registrations
- Opportunity for a senior executive to introduce the session.

(NOTE: RCC will provide a scripted introduction 2-3 days in advance of the event to the designated company representative. It is your responsibility to provide RCC with that individual’s contact information three weeks in advance of the event.)



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**Exhibitor Booth
\$3,500**

As an exhibitor, you receive the following benefits:

Event Material and Onsite Signage

- Approx. 10'x10' booth space.
- Presence in the Event Program
 - Your company name listed on the exhibitor guide, indicating booth location

Online Presence

- Your company name listed in the on-site program, indicating booth location

Networking Opportunity

- TWO (2) Complimentary Registrations to the Full Conference
- Opportunity to purchase additional Registrations at a discounted rate

(NOTE: Prior to the event, all exhibitors will be provided with an exhibitor manual kit containing show order forms for additional services and furnishing (i.e. electricity, internet, carpeting, furnishings.)

Contact Nikita Patel: Sponsorship Representative at 416-467-3745 or npatel@retailcouncil.org



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WEST 2018**

Refreshment Breaks
\$2,500

As a “Refreshment Break” Sponsor you receive the following benefits:

Event Material and Onsite Signage

- Presence in the Event Program
 - Logo placed beside the Refreshment timeslots in the program (printed & on-line versions)
 - Logo & website listed in sponsor directory
- Logo on Signage
 - Sponsor “Thank You” Sign
 - Breakfast Tent Cards
- Presence on main stage screen
 - Logo representation on the “Refreshment Sponsor” slide on Main Hall Stage

Online Presence

- Corporate logo & link to your website from the RCC Event page (pre & post event)

Networking Opportunity

- TWO (2) Complimentary Registrations to the Full Conference
- Opportunity to purchase additional Registrations at a discounted rate



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**RETAIL
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**Breakfast
\$3,500**

As “Breakfast” sponsor you receive the following benefits:

Event Material and Onsite Signage

- Presence in the Event Program
 - Logo placed beside the Breakfast timeslot in the program (printed & on-line versions)
 - Logo & website listed in sponsor directory
- Logo on Signage
 - Sponsor “Thank You” Sign
 - Breakfast Signage & Tent Cards
- Presence on main stage screen
 - Logo representation on the “Breakfast Sponsor” slide on Main Hall Stage

Online Presence

- Corporate logo & link to your website from the RCC Event page (pre & post event)

Networking Opportunity

- TWO (2) Complimentary Registrations to the Full Conference
- Opportunity to purchase additional Registrations at a discounted rate



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Event at a Glance





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CONTACT

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Or

Nikita Patel

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