

RETAIL COUNCIL OF CANADA  
RETAIL  
**WEST 2019**



**Sponsorship & Exhibitor  
Information Package**  
October 16, 2019

**Sponsorship Opportunities**

Mary Markou  
Sr. Director Sponsorship  
[mmarkou@retailcouncil.org](mailto:mmarkou@retailcouncil.org)

**Exhibitor Opportunities**

Nikita Patel  
Sponsorship Representative  
[npatel@retailcouncil.org](mailto:npatel@retailcouncil.org)



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RETAIL COUNCIL OF CANADA  
**RETAIL WEST 2019**

**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.

**2018 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*
- *Alcanna Inc.*
- *Aritzia*
- *Auld Phillips*
- *Aura Cannabis*
- *BC Liquor Distribution Branch*
- *Beehive Wool Shop*
- *Best Buy Canada*
- *Choom*
- *Coast Appliance*
- *Costco Wholesale*
- *Daniadown Home*
- *Davids Tea Inc.*
- *Diane's Lingerie*
- *Ecco Shoes Canada*
- *Edmonds Appliances*
- *Fields*
- *Fire & Flower*
- *Georgia Main Food Group Limited*
- *Hello Fresh*
- *Howe Sound Pharmacy*
- *IKEA Canada*
- *INDOCHINO*
- *JAK'S Beer Wine and Spirits*
- *JYSK Linen N Furniture*
- *Kerrisdale Cameras*
- *Kiara*
- *Knifewear Inc.*
- *Lazy Boy*
- *LEGO*
- *Live Well Clinic*
- *London Drugs*
- *Lulu Lemon*
- *LUSH Cosmetics*
- *Manitoba Liquor*
- *Morguard - Coquitlam Centre*
- *MEC*
- *OK Tire*
- *Purdys Chocolatier*
- *Rove Concepts*
- *RYU Apparel Inc.*
- *Save On Foods*
- *Smash + Tess*
- *Spud.ca*
- *Toy Jungle Park Royal Retail Ltd.*
- *Toys 'R' Us (Canada), Ltd.*
- *Trail Appliances*
- *Turnabout*
- *Urban Barn*





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Presenting Sponsor  
**\$20,000**

**SOLD!**

#### Brand Experience/P.R.

- Opportunity to have a senior representative introduce the keynote speaker or opening remarks
- Opportunity to provide branded Lanyards for delegate name badges
- Multiple Podium mentions: “Presented by \_\_\_\_\_”

#### Advertising

- Opportunity to provide (upon approval of content by RCC) your company’s whitepaper/case study or thought leadership research on our Community Hubs webpage
- Logo on RCC’s e-newsletter Event Promo Ads
- Logo on Canadian Retailer ‘s Event Promo Ad

#### Event Material and On-site Signage

- Logo on ALL collateral material including email promotions and RCC’s weekly eNews
- Significant presence in the Event Program including Full Page Ad, company logo on the bottom of each left-hand page and Logo & 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

#### Online Presence

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

#### Exhibiting Space

- 10x10 booth space in the Exhibit Hall.

#### Networking Opportunity

- Six (6) Complimentary Registrations to the Full Conference



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Main Stage Speaking  
Sponsorship  
\$10,000

#### Brand Experience/P.R.

- Opportunity to develop, coordinate and deliver a 30-40minute session in conjunction with a major retailer on the main stage. *(NOTE: Content will require pre-approval by RCC)*

#### Advertising

- Opportunity to provide (upon approval of content by RCC) your company's whitepaper/case study or thought leadership research on our Community Hubs webpage
- Three (3) dedicated tweets from RCC regarding your participation in the final weeks prior to the Conference

#### Event Material and On-site Signage

- Logo on select collateral material including email promotions
- Presence in the Event Program including Full Page Ad, Logo & website listed in sponsor directory and Logo in the program agenda next to your timeslot (online agenda included)
- Logo on Event Signage
  - Thank You Signage
  - Showcase Signage
- Logo presence on main stage screen "Sponsor Loop"

#### Online Presence

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

#### Networking Opportunity

- Four (4) Complimentary Registrations to the Full Conference
- Access to discounted rate for additional passes



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Thought Leadership  
Sponsor  
\$7,500

#### Brand Experience/P.R.

- Develop, coordinate and deliver a 45-minute speaking session during the concurrent session time slot. *(NOTE: Content will require pre-approval by RCC)*

#### Advertising

- Opportunity to provide (upon approval of content by RCC) your company's whitepaper/case study or thought leadership research on our Community Hubs webpage

#### Event Material and On-site Signage

- Logo on select collateral material including email promotions
- Presence in the Event Program including Half Page Ad, Logo & website listed in sponsor directory and Logo in the program agenda next to your timeslot (online agenda included)
- Logo on Event Signage
  - Thank You Signage
  - Showcase Signage
- 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
- Access to discounted rate for additional passes



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Lunch & Learn  
\$6,500

**Brand Experience/P.R.**

- Develop, coordinate and deliver a 20-minute speaking session during the lunch session time slot. *(NOTE: Content will require pre-approval by RCC)*

**Event Material and On-site Signage**

- Logo on select collateral material including email promotions
- Presence in the Event Program including Half Page Ad, Logo & website listed in sponsor directory and Logo in the program agenda next to your timeslot (online agenda included)
- Logo on Event Signage
  - Thank You Signage
  - Showcase Signage
- 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
- Access to discounted rate for additional passes



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Conference  
Program Sponsor  
**\$4,500**

#### Event Material and On-site Signage

- Significant Presence in the Event Program: including
  - Full Page Ad inside back cover
  - Logo on front cover under the title “Program Sponsored by”
  - Logo on Back Cover
  - Phone number &/or website listed in sponsor directory
- Logo on Event Signage
  - Thank You Signage
- Logo presence on main stage screen “Sponsor Loop”

#### Online Presence

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

#### Networking Opportunity

- Three (3) Complimentary Registrations to the Full Conference
- Access to a discounted rate for additional registrations



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Fast Five  
\$5,000

**Brand Experience/P.R.**

- Opportunity to have a representative from your company present a 5 (FIVE) minute presentation on the Main Stage regarding what your company has to offer

*NOTE: this is not a sales pitch, but an opportunity to showcase your business, especially NEW solutions.*

**Event Material and On-site Signage**

- Presence in the Event Program
  - ¼ page full colour ad
  - Logo & website listed in sponsor directory
- Logo on “Sponsor Thank You” Signage
- Logo Presence on main stage screens

**SOLD OUT!**

**Online Presence**

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

**Networking Opportunity**

- Two (2) Complimentary Conference Registrations



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Breakfast  
Refreshment Break or  
Lunch Sponsor  
**\$2,000 each**  
(4 opportunities total)

**2 opportunities left (Lunch & Refreshment Break afternoon)**

**Sponsor Breakfast or Refreshment Break (morning or afternoon) or Lunch**

**Event Material and On-site Signage**

- Logo on select collateral material including email promotions
- Presence in the Event Program including Quarter Page Ad, Logo & website listed in sponsor directory and Logo placed beside the Breakfast , Refreshment or Lunch timeslot in the program (printed & on-line versions)
- Logo on Signage
  - Thank You Signage
  - “Breakfast” or “Refreshment Break” or “Lunch” Sign & Tent Cards
- Presence on main stage screen
  - Logo presence on main stage screen as “Breakfast or Refreshment Break or Lunch” Sponsor

**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 discounted rate for additional passes

**BREAKFAST &  
MORNING BREAK SOLD!**



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Session Sponsor  
**\$3,500**

**Brand Experience/P.R.**

- Invitation for a senior executive to introduce the session on main stage.

**Event Material and On-site Signage**

- Presence in the Event Program including Logo placed beside the Super Session timeslot in the program (printed & online versions) and Logo & website listed in sponsor directory
- Logo on Event Signage
  - Thank You Signage
  - Showcase Signage
- Logo presence on main stage screen “Sponsor Loop”

**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 discounted rate for additional passes

*(NOTE: RCC will provide some 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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Online and On-site  
Registration Sponsor  
\$3,500

**Brand Experience/P.R.**

- Logo on the Online Registration Page & on the Registration Fax Form

**Event Material and On-site Signage**

- Logo on select collateral material including email promotions
- Presence in the Event Program including Logo & website listed in sponsor directory and Logo placed beside Registration timeslot in the program (printed & online versions)
- Logo on Event Signage
  - Thank You Signage
  - Registration Desk signage
- Logo presence on main stage screen “Sponsor Loop”
- Logo on Online Registration Web Pages

**SOLD!**

**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 discounted rate for additional passes



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Concurrent Session  
Sponsor  
\$2,500

#### Brand Experience/P.R.

- Invitation for a senior executive to introduce the concurrent session.

#### Event Material and On-site Signage

- Presence in the Event Program including Logo placed beside the concurrent session timeslot in the program (printed & online versions) and Logo & website listed in sponsor directory
- Logo on Event Signage
  - Thank You Signage
  - Concurrent session Signage
- Logo presence on main stage screen "Sponsor Loop"

#### 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 discounted rate for additional passes

*(NOTE: RCC will provide some 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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Exhibit Booth  
**\$3,500**

Limited Spaces  
Available

**Exhibiting Space**

- 10x8 booth space at a height of 8' and draping along the back and sides

**Event Material and On-site Signage**

- 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
- Access to discounted rate for additional passes

*(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.)*

**\*ONLY 7 10X10 EXHIBITOR BOOTHS REMAINING\***

For more information, please contact:

**Sponsorship Opportunities**

**Mary Markou**

Sr. Director, Sponsorship

416-467-3755

[mmarkou@retailcouncil.org](mailto:mmarkou@retailcouncil.org)

**Exhibit Opportunities**

**Nikita Patel**

Sponsorship Representative

416-467-3745

[npatel@retailcouncil.org](mailto:npatel@retailcouncil.org)



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