



Do you want to speak at Retail Council of Canada's 2019 Retail West Conference?

Session Sponsorship Opportunities Now Available

Conference Date: October 16th, 2019

Location: The Hyatt Regency, Vancouver, BC

Audience: In 2018, over 50 retailers – including Arc'teryx, Best Buy Canada, London Drugs, Mountain Equipment Co-Op, Purdys Chocolatier, Saje Natural Wellness, Save On Foods and Spud.ca – shared best practices and networked with over 250 retail leaders and attendees who identify at the director level and up.

Content: RCC's Retail West Conference targets best practices, emerging trends, challenges, solutions, and real-life case studies to inspire innovative approaches to empower your retail business.

All titles and descriptions will be finalized in a collaborative manner. The educational focus this year will be as follows:

Main Stage Session Potential Topics:

- Marketing- Influencer Marketing, integrated marketing
- Connecting with Consumers
- Retail Leadership- decision making, now vs. 5-10 yrs ago
- Future of Brick & Mortar
- Independent Retailer- Journey to Growth
- Direct to consumer business strategy

Concurrent Session Potential Topics:

- Flyer Marketing Trends
- Employee Engagement
- Marketing- How to use data
- Suggestions are welcomed



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1. Conference Session Types and Pricing

The sponsorship speaker programming consists of the following opportunities:

- **Main Stage: \$10,000**
Opportunity to develop and deliver RCC approved content for an approximately 40-45 minute session presented to the entire audience on the conference main stage. The objective of super sessions is to motivate the audience with innovative and inspirational thought leadership from senior executives or industry experts relevant to all conference attendees (broader in scope than concurrent and workshop sessions.)
- **Concurrent Session Sponsor - \$7,500**
Opportunity to develop and deliver 45-minute speaking session, ideally in conjunction with a major retailer. The objective of concurrent sessions is to educate on niche topics and demonstrate or share the experiences of their fellow retailers with outcomes that are actionable or inspire a new way of thinking or problem solving.
- **Lunch and Learn - \$6,500**
Develop, coordinate and deliver a 20-minute vendor showcase during the lunch break. This session offers more flexibility in topic choice.
- **Fast Five Sponsor Highlight - \$5,000 for 5 minutes on the Main Stage**
This opportunity allows the sponsor to present to the entire audience, on the conference main stage, a 5 minute overview of what your company has to offer. This is not a sales pitch, but an opportunity to showcase your business, especially NEW solutions.

Sponsored Session Proposal Due: August 5, 2019

1. Selection Criteria

Proposals submitted for the conference are reviewed for consideration based on the direction provided by the volunteer advisory committee.

- **Sponsors must be active members of RCC to submit a proposal**
- **Proposals with the intent to include a retail speaker or retail case study will be given priority over proposals delivered solely by industry partners**
- Opportunity available to suppliers, vendors and service providers to Canadian and international retailers
- Original material; content must be owned by the sponsor or presenter
- Speaking experience, presenter must have superior presentation skills
- Overall perceived quality of content, session must stimulate audience interest
- Timeliness of topic, clear take-aways and results-based
- Completeness of proposal packet
- Participant evaluations of speakers at previous RCC events, if applicable

2. Session Schedule and Size

We will ensure you have a confirmed time for your session at minimum one month prior to the conference. We will take into consideration any scheduling requests. Main stage sessions will have an expected audience of about 250-300 and concurrent sessions will have an expected audience of about 60-150 people.



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3. Session Information

The Conference Program description will be based on the information you provide here. Please attach additional pages where needed.

1. Business / Organization: _____

2. Contact Person for planning content and logistics

Name:

Title:

Phone:

Email:

3. Session Subject Matter (please reference noted potential topics)

4. Have you conducted this or a similar presentation for other professional groups?

5. If yes, for whom and when (please include links to LinkedIn, Twitter, or Youtube if new to speaking at RCC?)

6. Intended Audience (function titles you expect to be interested in this topic):

7. As the presenter, what do you hope to achieve with this presentation:

8. In what way does this presentation contribute to the knowledge and/or skills of retail professionals?
List 2 - 5 points.

9. Session Format (keynote, panel, round table, interview, other):

10. Session title (to be agreed upon with RCC)

11. Session Description: 70 word maximum description that accurately reflects the content and learning objectives of your session. RCC will share the final version of the description.

13. How can you engage retailers in your session? Please note suggested retailers:



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14. Level of Presentation / Learning Objectives: *Select only ONE.*

- Advanced Intermediate Introductory Update

Advanced:

- Focuses on the development of in-depth knowledge, a variety of skills, or a broader range of applications. This level is for participants with significant exposure to the subjects. The focus should be on *“Can I use this in my organization?” “How do I implement it?” “How do I evaluate it?”* Key words in the learning objectives could include integrate, conceptualize, analyze, evaluate and implement.

Intermediate:

- Builds on a basic level program in order to relate fundamental principles or skills to practical situations and extend them to a broader range of applications. This level is for participants with some exposure to the subjects. The focus should be on *“How does it work?” “Benefits of using it”* and should include detailed examples. Some evaluation of alternative methods would be appropriate at this level. Key words in the learning objectives could include execute, perform, apply & accomplish.

Introductory:

- Covers fundamental principles and skills. This level is for participants with limited or no exposure to the subjects. The focus should be on *“What is it?” “How does it work?”* and *“Why do we use it?”* Key words in the learning objectives could include define, list, repeat and record.

Update:

- Provides a general review of new developments. This level is for participants with a background in the subjects who wish to be kept current. The focus and key words can be a combination of the intermediate and advanced levels.



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Rules & Conditions

The conference provides a unique opportunity for open dialogue and creative exchange of ideas among the greater retail community. With this in mind, speakers and moderators must be cautious of using brand names or of specific product endorsements in their presentation. Under no circumstances is this platform to be used as a place for direct promotion of a product, service or monetary self-interest. In keeping with the conference goals, speakers are asked to focus on sharing ideas, lessons-learned, case studies, and best practices that have industry-wide application.

If selected, you agree to the above and the following conditions:

- 1) To work closely with RCC staff in advance of the conference and adhere to deadline dates
- 2) To work cooperatively to refine the presentation and integrate it with other presentations
- 3) To make no substantial changes in content, format, audio/visual needs, room set-up, identity or number of presenters without prior approval of conference organizers
- 4) To make no substitutions for another speaker to give your presentation without consultation
- 5) To design and provide high-quality handouts by the date requested
- 6) To recognize that a conference presentation is an opportunity to share information and is not a showcase for promotion of business, practice or product
- 7) To arrive at least 1 hour prior to your presentation

How to Submit Your Proposal

Sponsored Session Proposal Due: August 5, 2019

Please send speaker proposals via e-mail to mmarkou@retailcouncil.org