

# RCCSTORE

**Join retail's most influential leaders and world-renowned visionaries.**

Two days of learning and discussion about today's most critical retail topics and newest success strategies.

## SPONSORABLE SPEAKING OPPORTUNITIES NOW AVAILABLE!

For Equal Consideration, Express Your Interest by **November 30, 2023**

# STORE

RCC STORE 24 Conference  
May 28 & 29, 2024  
Toronto Congress Centre, North Building

Produced by

**RCC** RETAIL  
COUNCIL  
OF CANADA

**CCCCD** CONSEIL CANADIEN  
DU COMMERCE  
DE DÉTAIL

# SHARE YOUR RETAIL STORY WITH CANADA'S LARGEST RETAIL NETWORK

**STORE** is the premier flagship event for the retail industry that brings together retail executives and leading-edge business solution providers to discuss the future of Canadian retail.

The conference showcases thought leadership from experts from across North America and beyond to explore the key issues facing retail leadership including:

**Economic outlook and impact, the latest trends and research on consumer behavior and shopping trends, innovative technology to maximize retail operations, to personalize and improve customer experience, AI, unified commerce, loss prevention, retail sustainability** and so much more.

This conference is great for vendors and suppliers to build their brand awareness, strengthen their industry authority and showcase their strong knowledge in front of Canada's top retail executives from **mid and enterprise retailers and brands**. STORE sessions are ideal for demonstrating thought leadership, to share research, and highlight retail case studies.



# STORE AUDIENCE PROFILE

RCC's STORE is Canada's largest retail conference, attracting senior decision-makers. Over 1,200 retailers, CPG companies and suppliers attend STORE annually.

**The majority of the audience at STORE23 was comprised of Director or above:**



## Content Featured at RCC STORE 24

In addition to the recommended topics below, we invite your suggestions on topics relevant to Canadian retailers.

- Innovation and the Future of Retail
- Retail Marketing
- Retail Media
- Digital Retail and eCommerce
- Grocery & Food in Retail
- Retail Sustainability and the Circular Economy
- Human Resources and DEI
- Supply Chain & Last Mile
- Loss Prevention and Cyber Security
- Customer Personalization
- AI and Retail
- Customer Acquisition and Loyalty

## Diverse Voices Are Encouraged to Apply

Help us bring a diverse representation of Canadian retail leaders to the stage.

RCC welcomes C-suite and senior executive speakers, including diverse voices representing the BIPOC (Black, Indigenous, and People of Colour) community, and people with various abilities and orientations to use STORE to share their retail success stories.



# SPONSORED SPEAKING OPPORTUNITIES

## OVERVIEW

### **Main Stage Thought Leadership Session** **\$26,000**

- ▶ In partnership with RCC, this is an opportunity to develop and deliver an engaging session.
- ▶ Exceptional thought leadership in a keynote presentation or in an interview format with a retail leader in the c-suite or similar leadership roles.
- ▶ On the main stage in front of an audience of approximately 1,200 delegates.

### **Concurrent Session Thought Leadership** **\$18,000**

- ▶ In partnership with RCC, develop and deliver a 45-minute thought leadership session.
- ▶ This is an opportunity to demonstrate knowledge and expertise (not to deliver a sales pitch).
- ▶ Keynotes, interviews, and panel discussions are welcome presentation formats.
- ▶ Sessions featuring a guest speaker retail executive speaker are given preference.

### **Lunch and Learn Session** **\$10,750**

- ▶ In partnership with RCC, develop and deliver a 20-minute thought leadership session over the networking lunch break.
- ▶ This is an opportunity to demonstrate knowledge and expertise (not a sales pitch).
- ▶ Keynotes, interviews, and panel discussions are welcomed presentation formats.
- ▶ Sessions featuring a guest speaker retail executive are recommended and will be given preference

### **Main Stage Fast5 Session** **\$8,750**

- ▶ Opportunity for a senior executive to deliver a 5-minute presentation.
- ▶ This is an opportunity is to demonstrate leadership and expertise, this is not a sales pitch.
- ▶ Speaker should be a part of an executive management team.

### **Main Stage Session Sponsor Speaker Introductions** **\$6,500**

- ▶ Opportunity for companies to create awareness of their brand in the Canadian retail industry.
- ▶ While introducing the speaker you will have an opportunity to share a custom message (2-3 sentences) about who you are and why you are supporting the retail industry by participating at RCC STORE 24.



# ENGAGING SESSIONS FROM STORE2023



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## Sponsored Speaking Benefits

### THOUGHT LEADERSHIP:

STORE is an excellent platform for establishing your company as an industry authority in front of hundreds of retail executives from across Canada.

### BRAND BUILDING:

Your participation will be highlighted across multiple touchpoints, including the STORE website, pre-event emails, on-site signage, social media, and the mobile conference app.

### NETWORKING:

In addition to your complimentary speakers' pass, you will receive complimentary passes to the entire conference (number of passes is determined by your sponsorship).

## Next Steps

To apply for a speaking session please fill out the proposal (pages 7-8) and return to **Mary Beth Carter** at [mbcarter@retailcouncil.org](mailto:mbcarter@retailcouncil.org). Once your form is received, we will contact you to discuss your proposal. **November 30** is the deadline for equal consideration.

# STORE2024 Conference Schedule

DAY 1   MAY 28, 2024	DAY 2   MAY 29, 2024
Networking Breakfast	Scholarship Breakfast
<b>Welcoming Remarks &amp; Main Stage Sessions</b>	<b>Main Stage Sessions</b>
Concurrent Sessions (4)	Concurrent Sessions (4)
Lunch & Learn (2)	Lunch & Learn (2)
Concurrent Sessions (4)	<b>Main Stage Sessions</b>
<b>Main Stage Sessions</b>	
Excellence in Retailing Gala	31st Canadian Grand Prix New Product Awards Gala

## Submit a Proposal

Proposals submitted for the conference are reviewed by the RCC advisory committee along with the RCC events team. The following are the selection criteria:

- ▶ **Sponsors must be active members of RCC.**
- ▶ Sponsors are expected to invite appropriate speakers for the STORE audience, retail executives or subject matter experts. Speakers are subject to RCC approval.
- ▶ **Proposals with the intent to include a retail speaker(s) or a retail case study will be given priority.**
- ▶ Content of the presentation must be owned by the sponsor or presenter.
- ▶ Presenters must have superior presentation skills.
- ▶ The session must provide clear takeaways for the audience.

**\*Please complete the proposal submission form provided on pages 7 - 8.**

## Important Dates **(subject to change)**

- ▶ **November 30, 2023** – Deadline for returning sponsors to have right of first refusal.
- ▶ **December 15, 2023** – Deadline for equal consideration of sponsoring concurrent sessions for new sponsors.
- ▶ **Upon Receipt** – Proposal review and content meeting with the sponsor, sponsorship and events team.
- ▶ **January 19, 2024** – Sponsor to confirm speakers participating. Photos, bios and contact information is provided to RCC.
- ▶ **February 2024** – Full agenda launch – ensure your session title, description and speaker info are included.
- ▶ **May 6-17, 2024** – Speaker and panel prep meetings (30 minutes).
- ▶ **May 28 and 29 – RCC STORE24**
- ▶ **May 28, 2024** – Excellence in Retailing Awards.
- ▶ **May 29, 2024** – 31th Canadian Grand Prix New Product Awards.

## Conditions

**Under no circumstances is this speaking engagement to be used for the direct promotion of a product, service, or monetary self-interest.** Speakers must be cautious of using brand names or specific product endorsements in their presentations.

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

- ▶ To work closely with RCC staff in advance of the conference and adhere to deadline dates.
- ▶ To work cooperatively to refine the presentation and integrate it with other presentations.
- ▶ To make no substantial changes in content, format, audio/visual needs, identity, or number of presenters without prior approval of conference organizers.
- ▶ To make no substitutions for another speaker to give your presentation without consultation.
- ▶ To design and provide high-quality digital handouts by the date requested.
- ▶ To adhere to the logistical requirements as laid out by RCC staff.

Please send speaker proposals or questions to  
**Mary Beth Carter, Director, Sponsorships**

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

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## SPONSORED SESSION PROPOSAL FORM

Session Type \_\_\_\_\_

(i.e. Main Stage; Concurrent; Lunch & Learn; or Fast Five)

### Session Information

The session description will be based on the information you provide here.

Please attach additional pages where needed.

**Company** \_\_\_\_\_

#### Primary Contact

Name \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

#### Secondary Contact

Name \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

#### Session Proposal

Tell us what you will speak to, including key messages, three areas of learning and the point of differentiation in content compared to other sessions on this same topic (refer to content buckets on page 4).

#### Session Format

Tell us the desired format of your session. For example, Keynote, panel, roundtable, and/or interview.



# Confirmed Speakers

Tell us about your speakers, please provide full name, title, and company. Share a short bio, reference links, or other details about the speakers' experience.

## Speaker 1

## Speaker 2

## Speaker 3

## Why is your content valuable to retailers?

## Other important information