

RCCSTORE24

May 28 & 29, 2024

The Must-Attend Retail Event of the Year

Modern retail is experiencing ever-changing complexities and opportunities like never before. Share how your company can help retailers take advantage and thrive in the new retail reality.

Demonstrate leadership and experience.

Showcase your brand's sector-specific expertise.

Earn industry recognition.

Build your company's brand across a variety of platforms.

Dedicated networking time.

Connect and engage with Canada's top retail decision makers!



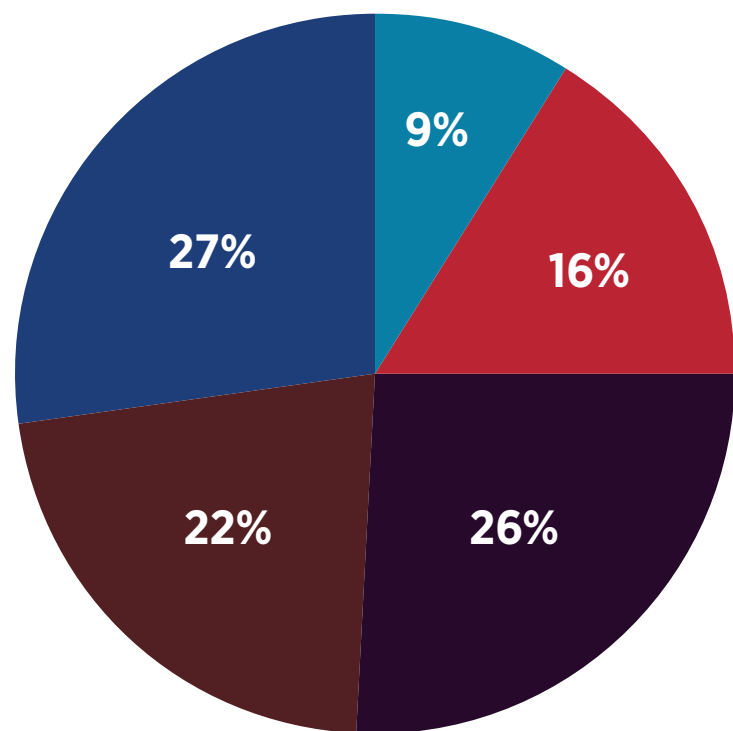
Retail companies who attended RCC STORE 23

Adidas Canada
ANBL/Cannabis NB
Ardene
Arterra Wines Canada
Bell Canada
Bulk Barn Foods Ltd.
Calgary Co-op
Canadian Tire
CANEX
Charm Diamond Centres
Collins Safety Shoes
Costco
Danier
Diane's Lingerie
Eclipse Stores Inc.
Eddie Bauer Inc.
Empire Company Ltd.
Federated Co-op
Fruit of The Land Inc.
Gardiner Shop
Habitat for Humanity Canada
Heel Boy
Henry's
Hillberg & Berk
Holt Renfrew

Home Depot
Home Hardware
IKEA Canada
Indigo Books & Music Inc.
Laura Canada
LCBO
Lee Valley Tools
Leon's Furniture Ltd.
Lindt & Sprungli
Loblaws
London Drugs Limited
Longo's
McDonald's Corporation
McMunn & Yates
MEC
Mega Group
Metro
Niagara Parks Commission
Nordstrom Eaton Centre
Pattison Food Group
Peavey Industries
Penha Duty Free
PetSmart Canada Inc.
PetValu
Reitmans Canada

Restaurant Brands International
Rexall
Robert Simmonds Inc.
Rogers Communications Inc.
Roots
Royal Ontario Museum
Shepherd's
Showcase
Sobeys Inc.
Sporting Life Group
Sports Distributors of Canada
Staples Canada
Starbucks Coffee Canada
Telus
Tepperman's
TG Appliance Group
The Body Shop
The Boutique at Seneca College
The Salvation Army Thrift Store
TJX Canada
Toys "R" Us Canada
Value Village
Wolverine World Wide Canada

Over half of the attendees at STORE23 were Directors or above.



- President / C-suite / Co-Founder / Principal
- VP / AVP / EVP / SVP
- Director / Head of Dep. / GM
- Manager
- Misc. (Analysts, Bus. Dev. Specialists, etc.)

STORE23 Conference, Excellence in Retailing Awards, and Canadian Grand Prix New Product Awards brought together 1500 retail professionals.

Amplify your marketing and public relations activities and build your brand awareness through the RCC outreach.

Email Campaigns

- 55% of all STORE attendees credit direct emails as motivation for registering for the event.
- STORE sponsored speakers receive enhanced visibility and recognition in content-rich pre-event emails.
- Select STORE exhibitors are given a “spotlight” in pre-event emails to promote engagement at their booths.

Social Media

RCC executes an extensive social media campaign over a six-month period across our corporate accounts on LinkedIn, Facebook, Twitter, and Instagram with 41,000+ followers!

Media Partners

RCC promotes STORE through a robust print and digital presence of ads and editorial articles in collaboration with our respected media partners shown comprised of mass media publications like The Toronto Star, The Globe and Mail, The Toronto Sun and The National Post and industry publications such as Canadian Grocer and Retail Insider. The exposure, frequency and impact drives awareness for the event and the participants.

Media Partners



RCCSTORE24

STORE2024 Sponsorship Speaking Opportunities

Levels	Presenting	Platinum	Gold	Silver	Bronze	Event
	Main	Main	Concurrent	Lunch & Learn	Fast Five	Session Sponsor/ Speaker Intro
Benefits	\$60,000	\$26,000	\$18,000	\$11,000	\$8,750	\$5,000
Brand Stage Exposure						
*Opportunity for Senior Executive to provide scripted Welcome Remarks	✓					
*Opportunity to be exclusive supplier of branded lanyards for name badges for STORE Conference	✓					
*Opportunity for Senior Executive to provide thought leadership session, case study, research, trends, etc. (Upon RCC approval)		✓	✓	✓	✓	
*Opportunity for sponsor to take stage and introduce speaker(s)						✓
Added Value: Exhibit Opportunity						
*Exhibit booth with premium location	✓					
Marketing and Promotion						
*Logo on all relevant email communication to RCC database	✓					
*Logo on all event ads in newspapers, trade publications, etc.	✓					
*Recognition on select email marketing campaigns to target potential attendees	✓	✓	✓	✓	✓	✓
*Social media promo to highlight specific sessions on RCCs LinkedIn, Twitter and Facebook platforms	✓	✓	✓	✓	✓	✓
*Opportunity to provide banner for event website homepage	✓	✓				
*Opportunity to share presentation materials or link in post event email		✓	✓	✓	✓	
Online and Onsite Recognition						
*Sponsor logo on STORE webpage with link to the company website	✓	✓	✓	✓	✓	✓
*Logo beside session timeslot in the agenda	✓	✓	✓	✓	✓	✓
*Premium logo placement on event powerpoint slides (bottom left)	✓					
*Logo on main stage podium	✓					
*Verbal recognition from podium	✓	✓				
*Logo on 6 exterior parking light posts - signage	✓					
*Lobby signage: Thank You to sponsors	✓	✓	✓	✓	✓	✓
*Logo on sponsor loop throughout the two days	✓	✓	✓	✓	✓	✓
Complimentary Passes	20	8	6	4	3	2

STORE2024 Brand Recognition Sponsorship Opportunities

Levels	Silver	Bronze	Event
Benefits	STORE App Sponsor \$10,000	Registration \$8,750	Breakfast/Break/Lunch/ Reception Sponsor \$5,000
Marketing and Promotion			
*Logo and banner on all relevant registration emails		✓	
*Logo and banner on event website registration page		✓	
*Verbal recognition from podium			✓
Online and Onsite Recognition			
*Logo on sponsor webpage with link to the company website	✓	✓	✓
*Logo on sponsor loop throughout the two days	✓	✓	✓
*Premium logo placement on the app landing page	✓		
*Premium logo placement on the app opening screen	✓		
*Logo placement on special sponsor signage and tent cards		✓	✓
*Push notifications to delegates			✓
*Lobby signage: Thank You to sponsors	✓	✓	✓
Complimentary Passes	4	3	2

Exhibitor Booth

Ranging from start-ups to established companies, STORE's exhibitors showcase technologies, strategies, and solutions to some of retail's biggest challenges. Don't miss the chance to access and network with Canada's largest retail community!

Size	Pricing
• 10' x 10' Booth	\$6,000 + 2 full conference passes + 1 lead retrieval license
• 10' x 20' Booth	\$12,000 + 4 full conference passes + 2 lead retrieval licenses
• 20' x 20' Booth	\$18,000 + 6 full conference passes + 3 lead retrieval licenses

Exhibitors receive:

- Booth space at a height of 8' and draping along the back and sides.
- Logo and company name are listed on the STORE mobile app, indicating booth location
- Lead retrieval (contact information for badges scanned).
- Access to a discounted rate for additional conference passes for employees.
- Logo exposure on the STORE sponsor page and exhibitor page on event website, indicating booth location
- Select exhibitors are included in pre-event email communications.
- **NOTE:** Before the event, all exhibitors will be provided with an exhibitor manual containing order forms to purchase additional services (i.e., electricity, internet, furnishings).



Meeting Space

Opportunity to rent a physical meeting space by the hour or for the entire event.



STORE24 Advertising Opportunities

Contact the RCC Sponsorship team to discuss how to enhance your exposure and amplify your message!

- Banner ads on RCC STORE24 event website
- Ads and videos on event tabletop Oongalee devices
- Onsite floor decals, stair decals, window ads, and parking signage ads
- Ads and sponsored articles in special digital edition of the Canadian Retailer Magazine (post STORE 24)

Opportunities are limited and will be secured on a first come first serve basis!

Contact the RCC sponsorship team today to secure your spot at Canada's premier flagship event for the retail industry!
rccsponsorship@retailcouncil.org

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