



# RETAIL COUNCIL OF CANADA

## RETAIL WEST



**October 27<sup>th</sup>, 2022**

Westin Bayshore  
1601 Bayshore Drive  
Vancouver, BC V6G 2V4

## Sponsorship Opportunities

Contact:

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# Retail West Conference 2022

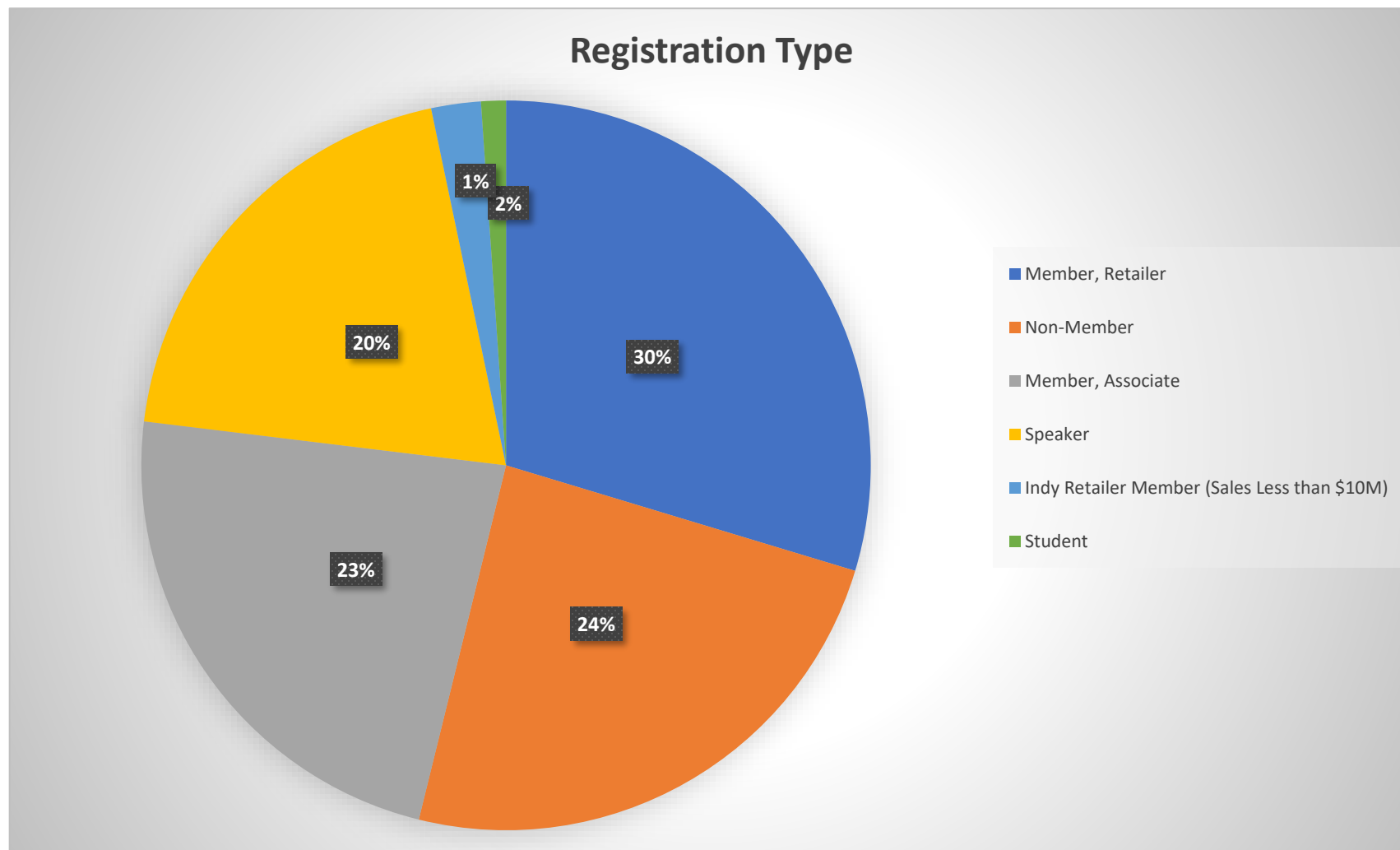
The Retail West Conference will look at the most recent retail marketing trends, insights, and innovations to help you position your brands for success. Discover the most cutting-edge retail marketing solutions and technologies from some of the industry's most innovative marketers.

Retailers who attended previous Retail West Conferences include, but are not limited to:

- *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*
- *Kiaro*
- *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*

# Retail West 2021 Virtually Hosted on November 4<sup>th</sup>

## Attendee Demographics



# Amplify Your Marketing Campaigns and Assert Your Company's Industry Authority

## Social & Email Reach

- More than **36,000** followers of RCC's corporate accounts across LinkedIn, Facebook, Twitter, and Instagram!
- **40%** of all attendees' credit direct emails as motivation for registering for the event.
- Speakers receive enhanced visibility and recognition in content-rich pre-event emails!

## Media Partners

- Print & Digital Footprint: more than **39,000,000** weekly print and digital readers of Retail West media partners listed below.



# Retail West Conference 2022 Sponsorship Speaking Opportunities

Levels	Diamond	Platinum	Gold	Silver	Bronze
	1 Opportunity	Limited Opportunities	Limited Opportunities	Two Opportunities	Limited Opportunities
Benefits	Presenting \$20,000	Main Stage Session \$10,000	Concurrent Session \$7,500	Main Stage Fast5 \$5,000	Main Stage Intros \$3,500
<b>Brand Stage Exposure</b> *Opportunity for Sr. Executive to provide thought leadership session, case study, research, trends, etc. Upon RCC approval. *Contact information of Forum attendees who opt-in to hear from your organization	x	30 mins	45 minutes	5 mins	
*Opportunity for Sr. Executive to provide scripted introductory remarks for Main Stage Keynote presentation. *Multiple Podium mentions: "Presented by ____."	x				1-2 Mins
<b>Advertising</b> *Sponsor Spotlight visibility in RCC's Retail This Week e-News letter. Upon RCC Approval.	x				
*Logo on all relevant email communication to registered attendees.	x	x	x	x	x
*Recognition on select email marketing campaign to targeted potential attendees.	x	x	x		
*Social Media Promo to highlight specific session on RCCs LinkedIn, Twitter and Facebook platforms (one time only).	x	x	x		
*Opportunity to post thought leadership/case study/whitepapers, etc. on RCC Community Hubs (website).	x	x	x	x	
<b>Online &amp; Onsite Presence</b> *Sponsor Logo on event webpage with link to company website.	x	x	x	x	x
*Logo beside Session timeslot in the program (on-line version & print)	x	x	x	x	x
*Premium logo placement on all event promotional material, emails, PowerPoint slides (bottom left)	x				
*Lobby Signage: Thank You to Sponsors	x	x	x	x	x
<b>Complimentary Passes</b> (access to additional passes for retail clients/prospects available at discounted rates)	10	7	5	3	2

## Retail West Conference 2022 Brand Recognition Sponsorship Opportunities

Levels	Gold	Silver	Bronze
	1 opportunity	1 opportunity	limited opportunities
Benefits	Registration \$6,500	Break/ Lunch Sponsor \$5,000	Banner advertising Sponsorship \$3,500
<b>Advertising</b>			
*Logo on all relevant email communication to the RCC database	X	X	X (banner on one email)
*2 Podium mentions (1 for each day of the conference in the morning welcoming remarks)	X	X	X
*Opportunity to post banner/ thought leadership/case study/whitepapers, etc. on RCC Community Hubs (website)			
<b>Online&amp; Onsite Presence</b>			
*Logo on Sponsor Webpage with link to the company website	X	X	X
*Logo on Sponsor Loop	X	X	X
* <b>Signage:</b> - PowerPoint, Thank You Signage during opening/closing timeslots in the program - <b>Registration:</b> Prominent logo placement at the Reception Area of the venue - <b>Break /Lunch Sponsor:</b> Prominent logo placement during break/lunch on signage and tent cards	X	X	
*Lobby Signage: Thank You to Sponsors	X	X	X
*Logo placement on Registration page and platform	X		
<b>Complimentary Passes</b>	5	3	2

## Retail West Conference 2022 Brand Sampling and Distribution Opportunities

Levels	Gold	Silver	Bronze	Bronze
Benefits	Program Sponsor \$6,500	Official Disinfectant Sponsor \$5,000	Delegate Bag Sponsor \$3,500	Official Mask Sponsor \$3,500
<b>Brand Exposure</b> *Opportunity to place your branded products at strategic locations throughout the event in high-traffic, public areas pre-approved by RCC <i>NOTE: Promotional materials to be provided/supplied at expense of the sponsor</i>		X	X	X
<b>Advertising</b> * Logo on all relevant email communication to RCC database * Opportunity to post banner/ thought leadership/case study/whitepapers, etc. on RCC Community Hubs (website)	X	X	X	X
<b>Online &amp; Onsite Signage</b> *Lobby Signage: Thank You to Sponsors *Sponsor logo & link posted on the webpage *Logo presence on main stage screen "Sponsor Loop"	X	X	X	X
<b>Event Material and Onsite Signage</b> *Full page ad (inside back cover) specifications to be provided by RCC *Logo on the bottom right of every layout in the program	X			
<b>Complimentary Passes</b>	5	3	2	2



## Exhibitor Opportunities

Ranging from start-ups to established companies, Retail West 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

- Small 10x10 Booth
- Medium 10x20 Booth

### Pricing

- \$3,500 + 2 full conference passes
- \$7,000 + 4 full conference passes

### Exhibitors receive:

- Booth space at a height of 8' and draping along the back and sides.
- Your company name & information are listed on the Retail West exhibitor page, indicating booth location.
- Your company name is listed in the on-site program, indicating booth location.
- Complimentary registrations to the full conference for enhanced networking throughout the day! Access to a discounted rate for additional passes.

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





## **Why Invest in Sponsorship OR Exhibiting, or BOTH?**

Whether your goal is to connect with attendees or enhance your company's position in the industry against your competitors; the visibility and exposure to a room full of retailers are unmatched at Retail West. Read some testimonials of past exhibitors, sponsors, and retailers of Retail West:

**Q: What size and segment of retail is your target market? Did you engage with attendees in this market?**

*"About 80% and there were so many key people at the event, it was fantastic."- 2019 Exhibitor*

*"We target the upper segment of the retail market. We did network with a few retailers that fit our ideal customer profile." – 2019 Sponsor*

*"Retailer of 500M\$+ of revenue. [We connected with] some attendees in that market."- 2019 Sponsor*

**Q: My company received sufficient value for the investment of time and money.**

*"Yes, the event was well organized, and I got lots of traffic." – WorkSafeBC*

## **And read below the Retail Feedback of Retail West 2019!**

*"Great variety of exhibitors, Received valuable information from the exhibitors."*