



RETAIL COUNCIL OF CANADA
HUMAN RESOURCES
2020

Sponsorship & Exhibitor
Information Package

March 24th, 2020

Toronto Congress Centre

Get in front of key HR decision makers

If you have a product or service that retail human resources, operations and employee relations leaders need to know about, there is no better way to showcase your brand and interact with HR professionals than at Retail Council of Canada's Human Resource Conference 2020.

During this one day conference, you'll be able to access and engage over 100 different retail company networks and 350 senior human resources delegates. Being part of this event will both demonstrate your support for Canada's HR community and position your firm as a leader in providing retail relevant solutions.

With an entire day dedicated solely to learning, connecting, listening and sharing the latest and most pressing issues affecting retail specific HR concerns, you will have an unparalleled opportunity to introduce yourself to open-minded decision makers looking for new ways to harness the full potential of their human capital.

For more information, please contact:

Sponsorship Opportunities

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Exhibitor Opportunities

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1 - WHY

Why participate in Retail Council of Canada's Human Resources Conference 2020?

2 - WHO

Take a look at who attended the Retail Council of Canada's Human Resources past events?

3 - WHAT

Details on Sponsorship & Exhibitor Opportunities for Human Resources Conference 2020

1) Why participate in Retail Council of Canada's Human Resources Conference 2020?

Access and Recognition

As a sponsor of HR2020, you and your company will get access to people in over 100 different targeted retail and human resource networks and executives. Not only will your company will be recognized as a supporter of the HR community, it will also have the opportunity to directly engage your core prospects and be identified as having specialized retail capabilities.

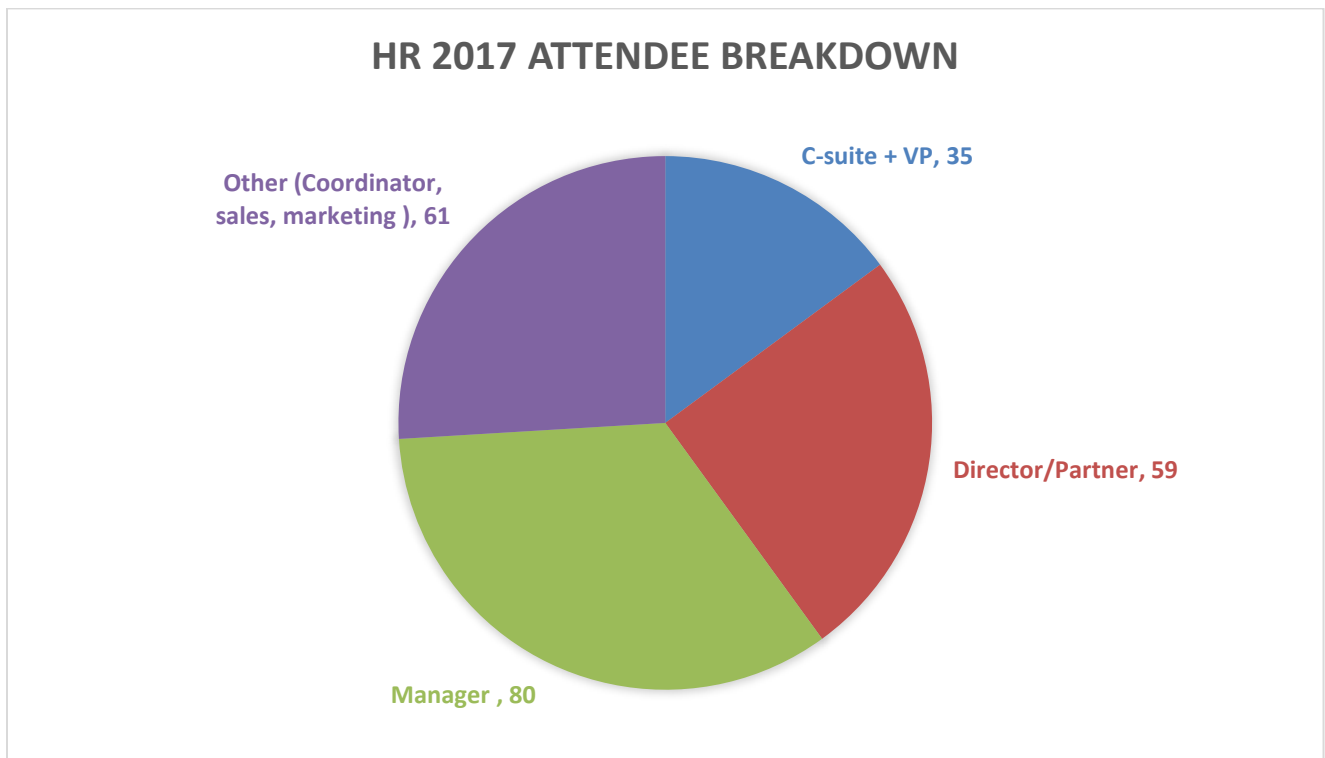
Brand Visibility

The HR Conference focuses on exploring the latest and most pressing information impacting retail and your participation at HR2020 will position your brand as an industry leader. Your brand will also receive prominent visibility on collateral and signage at the event.

Targeted Promotional Support

Not only will the attendees at the event recognize your brand's participation, but throughout all of our promotional materials your company's name will be promoted as a participant in this year's conference. From social media to the event agenda, from e-blasts & newsletters to the event website, your company can have their logo prominently displayed and shared with deliverables involved in this year's **HR2020**.

2) Who attended the Retail Council of Canada’s Human Resources Full Day Conference in 2017?



Sponsors & Exhibitors of HR 2017

Kronos
 Morneau Shepell
 David Sobey School of Business
 JRoss Retail Recruiters
 Integral Retail Recruitment
 Graff Retail
 Canada Post

Nebs Payweb
 Stitt Feld Handy Group
 UofA School of Retail
 WSPS
 RiseSmart
 HASCO
 Red Cross

Over 100 retailers attended last year's Human Resource Conference 2017.

Ardene
Bell Canada
Bed Bath & Beyond Inc.
Best Buy Canada
Browns Shoes Inc.
CANEX
Carter's Canada
Charm Diamond Centres
Costco Wholesale Canada Limited
Comark Services Inc.
DAVIDsTEA
Estee Lauder Cosmetics Ltd.
Federated Co-Operatives Limited
Giant Tiger
GNC Canada
Golf Town
Groupe Dynamite Inc.
H&M
Hallmark
Harry Rosen Inc.
Henry's
Hillberk & Berk
Home Depot of Canada Inc..
IKEA Canada Limited Partnership
Indigo Books & Music Inc.
Kit & Ace
Kitchen Stuff Plus
Kodiak Group Holdings Co.
LCBO
Lindt & Sprungli
Loblaw Companies Ltd.
L'Occitane Canada Corp.
Longo Brothers Fruit Markets
Lowe's Canada

Magnotta Winery Corporation
Michael Hill
Newfoundland and Labrador Liquor Corporation
Peavey Industries Ltd.
PetSmart Canada
PharmaSave
Pier1 Imports
Princess Auto
Purdys Chocolatier
Reitmans Canada Limited
Ricki's Fashions Inc.
RONA Inc.
Sears Canada Inc.
Shoppers Drug Mart Inc.
Sleep Country Canada LP
Sporting Life
Staples Canada, Inc.
Starbucks Coffee Canada
T&T Supermarkets
Telus Retail
The Beer Store
The Body Shop
The Source
The Northwest Company
Thomas Sabo Ltd
TJX Canada
Town Shoes Limited
Toys 'R' Us (Canada), Ltd.
TSC Stores
United Way
Vivah
YM Inc.
& more!



Presenting Sponsor \$20,000

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



Main Stage Speaking Sponsorship \$10,000

SOLD!

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



Thought Leadership Sponsor \$7,500

SOLD!

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



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



Breakfast, Refreshment Break or Lunch Sponsor

\$2,000ea (4 opportunities in total)

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



Conference Program Sponsor \$6,000

Event Material and Onsite 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



**“Fast Five”
Thought Leadership Speaking Series
\$5,000**

SOLD!

Brand Experience/P.R.

- Opportunity to have a representative from your company present a 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.*

Podium mention: “Fast 5 Thought Leadership” sponsored by _____“

Event Material and Onsite 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 “Fast Five” timeslot in the program (printed & online versions)
- 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

- Two (2) complimentary registrations to the full conference
- Access to a discounted rate for additional registrations



Main Stage Super Session Sponsor \$3,500

Brand Experience/P.R.

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

Event Material and Onsite 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 a 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.)



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 Onsite 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

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



Concurrent session sponsor
\$3,000

SOLD!

Brand Experience/P.R.

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

Event Material and Onsite 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 a 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.)



Exhibit booth
\$2,500

Exhibiting Space

- 10x10 booth space in the main hall along the back and sides
- 6' table and 2 chairs

Event Material and Onsite 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.)

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