



Retail Innovation

CONFERENCE & EXPO

FEATURING



design:retail
CONFERENCE & EXPO

SPONSORSHIP PROSPECTUS



Conference: June 13-15, 2023
Expo: June 14-15, 2023



McCormick Place, Chicago

TITLE SPONSOR

PREMIER SPONSOR

EXPERIENCE SPONSORSHIPS

NEXT STAGE SPONSOR

INNOVATION IN ACTION SPONSOR

ROUNDTABLE SPONSOR

PRE-EVENT WORKSHOP SPONSOR

BNPL SUMMIT SPONSOR

CONFERENCE SPONSOR

SHOW FLOOR ACTIVATIONS

EVENT & LOUNGE SPONSORSHIPS

PRESS BREAKFAST SPONSORSHIP

AWARDS SPONSORSHIPS

BRANDING SPONSORSHIPS

BRANDING SPONSORSHIPS

BRANDING SPONSORSHIPS

VIDEO PACKAGES

THOUGHT LEADERSHIP CONTENT

THOUGHT LEADERSHIP CONTENT

CONTACT

Maximize Your Investment & Impact

Featuring three conferences and two distinct but connected expos all under one roof, the Retail Innovation Conference & Expo (#RICE23) offers plenty of avenues to reach clients and prospects.

Take advantage of our high-visibility sponsorship opportunities to expand your brand presence well beyond the show floor, bolster your thought leadership, and fuel your lead generation pipeline.



Discover the new channels and tactics shaping the entire digital commerce experience—from discovery to delivery.

EXPERIENCE SPONSORSHIPS



Learn how top brands are transforming their business models and customer experiences to keep pace with new competitors and industry dynamics.



Discover the design trends and tech shaping next-gen store experiences.

Title Sponsor | \$46,000 | 1 Available **SOLD**

Thought Leadership

Keynote Address: Co-present or lead panel or fireside chat on an agreed-upon topic featuring your client or, if unavailable, a VP or C-level executive from your team

- Topic to be approved by #RICE23 content team
- Opportunity to hand out sales/marketing collateral to session attendees

Event Reporting

Post-Event (full contact info, scanned, opt-in attendees only):

- Session report – All those who attend your keynote session

Private Meeting Space

Meeting room on show floor – Wednesday & Thursday Only

Access & Promotion

You will be entitled to:

- 5 complimentary All-Access passes for your team, clients and prospects to conference and expo hall
- The option to purchase additional passes at a discounted rate

Branding & Logo Visibility

Your brand will be spotlighted via:

- Custom branded transitional slide before/after all conference sessions
- #RICE23 event website
- Relevant #RICE23 marketing/promotional materials for the event
- Event mobile app/digital platform
- Relevant digital and printed on-site signage, including agenda & track signs

Non-exhibiting companies, those with no booth or activation, subject to 25% surcharge on sponsorships

Event App Digital Marketplace

Prominent logo (positioned first as highest-level sponsor) will bring attendees to a dedicated hub within the app, where they can access:

- 1:1 text chat
- Your company details and brand content explaining your offerings
- Digital assets for attendees to download

Event App Networking

You will be able to view and search for attendees, send connection requests, messages, and meeting invites all from directly within the event app

Premier Sponsor | \$29,750 | 3 Available

Thought Leadership

Keynote/Session Introduction: An executive from your team will have the opportunity to introduce a keynote or session speaker with brief brand mention (2 minutes).

- Opportunity to hand out sales/marketing collateral to session attendees

Event Reporting

Post-Event (full contact info, scanned, opt-in attendees only):

- Session report – All who attend the above-mentioned keynote or session introduced by your brand

Access & Promotion

You will be entitled to:

- 3 complimentary All-Access passes for your team, clients and prospects to conference and expo hall
- The option to purchase additional passes at a discounted rate

Branding & Logo Visibility

Your brand will be spotlighted via:

- Logo on transitional slide before/after all conference sessions
- #RICE23 event website
- Relevant #RICE23 marketing/promotional materials for the event
- Event mobile app/digital platform
- Relevant digital and printed on-site signage, including agenda & track signs

*Keynote or session selection is available on a first come, first served basis.

Non-exhibiting companies, those with no booth or activation, subject to 25% surcharge on sponsorships

Event App Digital Marketplace

Prominent logo will bring attendees to a dedicated hub within the app, where they can access:

- 1:1 text chat
- Your company details and brand content explaining your offerings
- Digital assets for attendees to download

Event App Networking

You will be able to view and search for attendees, send connection requests, messages, and meeting invites all from directly within the event app

EXPERIENCE SPONSORSHIPS

Next Stage Sponsor | \$23,000 |

14 Available **SOLD**

Thought Leadership

The “Next” Stage for Retail Innovation session on June 14th or 15th

- 30-minute session featuring a cutting-edge company or concept that represents the next generation of retail.

Event Reporting

Post-Event (full contact info, scanned, opt-in attendees only):

- Session report – All those who attend your session

Access & Promotion

You will be entitled to:

- 4 complimentary All-Access passes for your team, clients and prospects to conference and expo hall
- The option to purchase additional passes at a discounted rate

Branding & Logo Visibility

Your brand will be spotlighted via:

- 10 x 10 booth on show floor (unfurnished)
- #RICE23 event website
- Relevant #RICE23 marketing/promotional materials for the event
- Event mobile app/digital platform

EXPERIENCE SPONSORSHIPS

Innovation In Action Sponsor | \$23,000 |

6 **4 AVAILABLE**

Thought Leadership

Innovation In Action Case Study session on June 13th

- During these 45-minute sessions, you'll get to dig deep into a success story featuring a retail brand. Learn how the company implemented and optimized a specific solution and how the investment has helped the business tackle key challenges and accomplish top business goals.
- Intimate group size of up to 50 attendees

Event Reporting

Post-Event (full contact info, scanned, opt-in attendees only):

- Session report – All those who attend your session

Access & Promotion

You will be entitled to:

- 4 complimentary All-Access passes for your team, clients and prospects to conference and expo hall
- The option to purchase additional passes at a discounted rate

Branding & Logo Visibility

Your brand will be spotlighted via:

- 10 x 10 booth on show floor (unfurnished)
- #RICE23 event website
- Relevant #RICE23 marketing/promotional materials for the event
- Event mobile app/digital platform

EXPERIENCE SPONSORSHIPS

Roundtable/Boardroom Sponsor | \$23,000

8 AVAILABLE

Thought Leadership

- 40-minute interactive session, during which you will have the opportunity to connect with attendees in a uniquely intimate roundtable setting. Your executive will kick off a discussion between a small group of attendees (up to 30) around a key topic. Sponsor may select talking points and questions to spark the conversation and engage with prospects in an exclusive, authentic and collaborative environment. The #RICE23 team will coordinate a topic that is relevant to your brand and area of expertise, and work with you to create a title and abstract by May 19, 2023.

Event Reporting

Post-Event (full contact info, scanned, opt-in attendees only):

- Session report – All those who attend your session

Access & Promotion

You will be entitled to:

- 4 complimentary All-Access passes for your team, clients and prospects to conference and expo hall
- The option to purchase additional passes at a discounted rate

Branding & Logo Visibility

Your brand will be spotlighted via:

- 10 x 10 booth on show floor (unfurnished)
- #RICE23 event website
- Relevant #RICE23 marketing/promotional materials for the event
- Event mobile app/digital platform

Pre-Event Workshop Sponsor | \$11,500 |

1 AVAILABLE

Thought Leadership

Workshop session on June 13th

- 90-minute session during which an executive from your team will have an opportunity to present an educational, hands-on, deep dive for pre-registered attendees (up to 50). Workshops will provide attendees the chance to engage and delve into a particular discipline by tapping into the experience and guidance of an industry expert.
- Intimate group size of up to 50 attendees
- Up to two executives from your team invited to join Workshop
- Session title, topic and description to match your area of expertise*

Event Reporting

Post-Event (full contact info, scanned, opt-in attendees only):

- Session report – All those who attend your session

Branding & Logo Visibility

Your brand will be spotlighted via:

- #RICE23 event website
- Relevant #RICE23 marketing/promotional materials for the event
- Event mobile app/digital platform

*Items to be approved by #RICE23 & provided by sponsor.

Non-exhibiting companies, those with no booth or activation, subject to 25% surcharge on sponsorships

BNPL & Payment Theater Sponsor: Exploring New Frontiers in Customer Experience

As consumers' ecommerce behaviors have evolved and accelerated, retailers have felt the pressure to level-up their end-to-end brand experiences. Now more than ever, payment has come to the forefront of these experiences and has become a key strategic investment for brands. Of the multitude of trends and tech ushering in a new era of payment experience, buy now, pay later (BNPL) rises to the top. Topics will include:

- The Present & Future of BNPL
- New Consumer Payment Preferences
- Driving Acquisition & Retention with Innovative Payment
- Going Omnichannel with BNPL
- Optimizing the Payment Experience

Title BNPL Sponsor | \$40,000 | 1 Available Exclusive Thought Leadership

- Opportunity to lead 90-minute workshop on June 13
- Two presentations per day on thought leadership stage
- Two executive bylines in Retail TouchPoints
- Retail Remix Podcast sponsorship (selection of guest and 30 second ad read)

Event Reporting

Post-Event (full contact info, scanned, opt-in attendees only):

- Ability to scan thought leadership session attendees

Booth, Branding & Logo Visibility

Your brand will be spotlighted via:

- 10 x 10 booth on show floor (unfurnished)
- Central logo on pavilion banner
- #RICE23 event website
- Relevant #RICE23 marketing/promotional materials for the event
- Event mobile app/digital platform

Non-exhibiting companies, those with no booth or activation, subject to 25% surcharge on sponsorships

Supporting BNPL Sponsor | \$28,750 | 4 Available Thought Leadership

- One presentation per day on thought leadership stage
- Executive byline in Retail TouchPoints

Event Reporting

Post-Event (full contact info, scanned, opt-in attendees only):

- Ability to scan thought leadership session attendees

Booth, Branding & Logo Visibility

Your brand will be spotlighted via:

- 10 x 10 booth on show floor (unfurnished)
- Logo inclusion on pavilion banner
- #RICE23 event website
- Relevant #RICE23 marketing/promotional materials for the event
- Event mobile app/digital platform

Conference Sponsor (Daily) 6 Available

Event Reporting

Post-Event (full contact info, scanned, opt-in attendees only):

- Session report – All who attend breakout sessions in your day and conference

Access & Promotion

You will be entitled to:

- 2 complimentary All-Access passes for your team, clients and prospects
- The option to purchase additional passes at a discounted rate

Branding & Logo Visibility

Your brand will be spotlighted via:

- Transitional slide before/after breakout sessions on day of sponsorship
- #RICE23 event website
- Relevant #RICE23 marketing/promotional materials for the event
- Event mobile app/digital platform
- Digital and printed on-site signage, including agenda & track signs

Event App Digital Marketplace

Logo will bring attendees to a dedicated hub within the app, where they can access:

- 1:1 text chat
- Your company details and brand content explaining your offerings
- Digital assets for attendees to download

Event App Networking

You will be able to view and search for attendees, send connection requests, messages, and meeting invites all from directly within the event app

Non-exhibiting companies, those with no booth or activation, subject to 25% surcharge on sponsorships



DRCE (WED. JUNE 14 OR THURS. JUNE 15) | \$9,250
2 AVAILABLE (1 PER DAY)

- *New Trends in Design & Brand Storytelling*



RIS (WED. JUNE 14 OR THURS. JUNE 15) | \$17,250
2 AVAILABLE (1 PER DAY)

- *Designing & Optimizing Your Omnichannel Roadmap*
- *The Next Wave of Loyalty: Customer and Employee Experience*
- *Connecting Content, Community & Commerce*



1 AVAILABLE JUNE 15

IRCE (WED. JUNE 14 OR THURS. JUNE 15) | \$17,250
2 AVAILABLE (1 PER DAY)

- *Evolving in the Marketplace Movement*
- *The New Playbook for Digital Growth: Marketing, Advertising & More*
- *The DTC Innovation Forum*

Show Floor Activations

Designated show floor areas for experiential, immersive encounters. Sponsorship includes:

Your brand will be spotlighted via:

- #RICE23 event website
- Relevant #RICE23 marketing/promotional materials for the event
- Event mobile app/digital platform
- Your logo prominently placed on overhead signage promoting lounge
- Activation featured in floorplan & included in agenda
- Opportunity to hand out sales/marketing collateral in booth
- 2 complimentary expo passes for your team, clients and prospects
- Video interview with a *Retail TouchPoints* editor

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Clicks to Bricks | \$23,000 | 1 Available

Will help CPG and DTC brands explore new ways to build customer engagement across all channels via direct ecommerce sites, marketplaces, in retail partners' stores and more.

Store Ideation Space | \$23,000 | 1 Available

Will spotlight the latest and greatest in lighting, visual merchandising, fixtures, materials and more! Get ideas and inspiration to help you reimagine your physical spaces.

POP Marketing Place | \$23,000 | 1 Available

There is power in the aisle and at the end cap. With a stellar POP marketing strategy, you can convey your unique brand elements and story in context of your wholesale partner. See best-in-class examples of POP marketing activations and displays, and explore how traditional design elements and cutting-edge technology can come together to help your products pop!

IRCE

Store to Door | \$23,000 | 1 Available

Will help DTC brands and retailers looking to sell-through more inventory. From DTC brands on the brink of scaling to big-box retailers, attendees can explore how to use physical spaces as efficient, effective and even engaging fulfillment points.

Live Shopping Studio | \$23,000 | 1 Available

Will help brands and retailers explore the rapidly accelerating world of livestreaming and its potential to impact revenue by test-driving live commerce creation tools and methods in our interactive content studio!

Non-exhibiting companies, those with no booth or activation, subject to 25% surcharge on sponsorships



Event Activities & Lounge Sponsorships

VIP & Newcomer Welcome Reception | \$11,500 | 1 Available

- On Tuesday night, the event will allow newcomers and All-Access pass holders to network with speakers and press, and enjoy cocktails and snacks
- Your logo on prominently placed event signage and cocktail napkins at the reception
- Sponsor may provide tabletop signage at the reception*
- Up to two executives from your team invited to join Reception
- Option to offer swag or branded apparel for bartenders*

Official Opening Night Reception | \$6,000 | 5 Available

- Official opening night reception on Wed., open to all attendees on the expo floor
- Bar placed alongside sponsor's booth (serving beer and wine)
- 22" x 28" sign placed next to the bar/booth recognizing you as a sponsor
- Recognition on floorplan/app as party sponsor

Store Tours | \$5,000 | 4 Available

- Recognition on all marketing/promotional materials referring to Store Tours
- Recognition on #RICE23 website and event app
- Sponsor logo on relevant onsite Store Tours signage
- One executive from your team invited to join Store Tours
- Opportunity to recommend clients in Store Tours curation process

Matchmaking Lounge | \$23,000 | 1 Available

- Designated area on show floor for pre-scheduled attendee to exhibitor meetings
- Your logo prominently placed on overhead signage promoting lounge
- Sponsor logo on onsite Matchmaking Lounge signage

Refresh Lounge | \$23,000 | 1 Available **SOLD**

- Designated area on show floor for attendees to relax and connect throughout show
- Your logo prominently placed on overhead signage promoting lounge
- Option to provide branded water bottles to be handed out in lounge*
- Option to offer swag*

Recharge Lounge | \$23,000 | 1 Available

- Designated area on show floor for attendees to recharge and connect throughout show
- Your logo prominently placed on overhead signage promoting lounge
- Area will include couches and charging stations
- Option to offer swag*

Applies to every sponsorship on the page:

Your brand will be spotlighted via:

- #RICE23 event website
- Relevant #RICE23 marketing/promotional materials for the event
- Event mobile app/digital platform

*Items to be approved by #RICE23 & provided by sponsor

Non-exhibiting companies, those with no booth or activation, subject to 25% surcharge on sponsorships

Press & Speaker Breakfast Sponsorship | \$6,500 | 3 Available

This sponsorship offers your executives a seat at the table during a special media briefing and networking breakfast.

The invitation-only, 90-minute event will take place on Wednesday, June 14th and will give executives from your team a unique opportunity to discuss key themes, trends and tech from the event with high-profile speakers and members of the media.

A hybrid of organic networking time and moderated Q&A, the agenda will be structured to allow your team to learn from key leaders in the space, share their unique thought leadership and set the stage for follow-up briefings with trade and mainstream media journalists.

The Retail Innovation Conference & Expo PR team will be in-room to help manage the discussion and coordinate meet-ups between sponsors and journalists to help drive press-worthy coverage for the event speakers and sponsors.

Sponsorship includes:

- Your logo on all press breakfast signage
- Your logo included on press breakfast agenda item online and within the event app
- Up to two executives from your team invited to join the breakfast
- Sponsor may provide tabletop signage at the breakfast*
- Option to offer swag to breakfast attendees*

*Items to be approved by #RICE23 & provided by sponsor

Awards Sponsorships

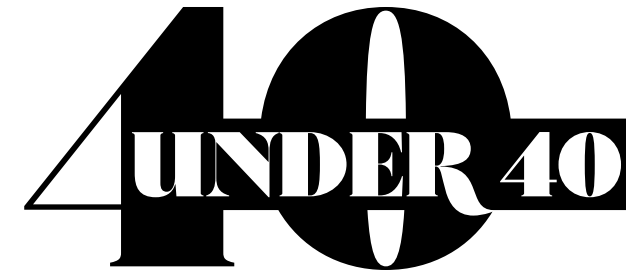
Brand Experience Awards | \$9,250 | 3 Available

- Your logo on BEA promotional emails and social channels
- #RICE23 event website
- Relevant #RICE23 marketing/promotional materials for the event
- Event mobile app/digital platform
- Option to present an award to the winner of your choice
- Inclusion in *Retail TouchPoints* post-event BEA winners report



40 Under 40 Awards | \$9,250 | 3 Available

- Your logo on 40 Under 40 promotional emails and social channels
- #RICE23 event website
- Relevant #RICE23 marketing/promotional materials for the event
- Event mobile app/digital platform
- Inclusion in *Retail TouchPoints* post-event 40 Under 40 winners report



Non-exhibiting companies, those with no booth or activation, subject to 25% surcharge on sponsorships

Onsite Branding Sponsorships

Wi-Fi Sponsorship | \$11,500 | 1 Available

- Signage featuring sponsor logo. Wi-Fi network & name posted throughout show
- Option to customize splash page with sponsor logo

Lunch Tables & Card Sleeves | \$11,500 | 1 Available

- Your logo on #RICE23 attendee lunch card sleeves, pre-show lunch promotions and marketing materials, and onsite lunch signage and slides.
- Custom branded table tent to be placed on all lunch tables
- Sponsor responsible for providing all required artwork by designated due date

Speaker Ready Room | \$5,750 | 1 Available

- Designated site for all speakers to check in and recharge throughout show
- Recognition on emails to speakers
- #RICE23 to provide beverages and your logo on sign “refreshments compliments of”
- Option to offer swag gift bag. Items to be approved by #RICE23 & provided by sponsor

Rideshare/Taxi Line | \$5,750 | 1 Available

- Your logo on directional signage to rideshare/taxi line
- Sponsor responsible for providing all required artwork by designated due date
- Option to provide prepackaged refreshments and marketing materials to attendees waiting in the rideshare/taxi queue.

Non-exhibiting companies, those with no booth or activation, subject to 25% surcharge on sponsorships

Hotel Confirmation Letter | \$6,500 | 3 Available

- Targeted advertising on hotel confirmation email
- Sponsor responsible for ad design and submission

Hotel Door Hangers | \$5,750 | 3 Available

- Sponsor may place on the doors of #RICE23 attendees at host hotel of their choice
- Sponsor responsible for design, production, shipping, distribution, and coordination with host hotel (additional charges may apply for distribution by hotel).

Lanyards | \$17,250 | 1 Available **SOLD**

- Available to all #RICE23 attendees at registration desk
- Sponsor responsible for production and shipping

Name Badges | \$17,250 | 1 Available

- Provided to all #RICE23 attendees at registration desk
- Sponsor name will appear along the bottom of every name badge

Applies to every sponsorship on the page:

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- #RICE23 event website
- Relevant #RICE23 marketing/promotional materials for the event
- Event mobile app/digital platform

Onsite Branding Sponsorships

Tote Bags | \$14,500 | 1 Available **SOLD**

- Available to all #RICE23 attendees at registration desk
- Sponsor responsible for production and shipping

Printed Reference Guide / Map | \$11,500 | 3 Available

- Available to all #RICE23 attendees at registration desk
- Quick reference of master schedule and map will highlight your logo & booth

Floor Decals | \$5,750 per set of 10 | 3 Available

- Your logo on 12"x 18" directional floor decals at entrance and on way to your booth
- May be purchased in sets of 10. Premium placement available at additional cost

Pens | \$5,750 | 1 Available

- Available to all #RICE23 attendees at registration desk
- Sponsor responsible for production and shipping

Notebooks | \$5,750 | 1 Available **SOLD**

- Available to all #RICE23 attendees at registration desk
- Sponsor responsible for production and shipping

Digital Ad Placement

Expo Level | \$4,000 | 4 Available

- Rotating full-sized digital ad (9:16 ratio) in prominent location on expo level
- Sponsor responsible for ad design and submission

Digital Banner Placement

Conference Level | \$3,000 | 15 Available

- Rotating banner placement in prominent location at design:retail, Retail Innovation Summit, or IRCE conference
- Sponsor responsible for ad design and submission

Expo Entrance/Exit Wall

Full Panel Ad | \$5,000 | 8 Available

- Your custom branded 38"x92" panel ad on wall within expo hall
- Sponsor responsible for ad design and submission

Applies to every sponsorship on the page:

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- Relevant #RICE23 marketing/promotional materials for the event
- Event mobile app/digital platform

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Onsite Branding Sponsorships

Entrance Column Wrap | \$8,750 | 2 Available

- Custom branded column wrap at show entrance
- Designed by sponsor to specifications.
- Sponsor responsible for providing all required artwork by designated due date

Show Floor Column Wraps | \$8,750 | 2 Available

- Designed by sponsor to specifications
- Sponsor responsible for providing all required artwork by designated due date

Expo & Conference Stair Decals | \$11,500 SOLD

- Custom branded decals on the stairs leading to expo & conference
- Designed by sponsor to specifications.
- Sponsor responsible for providing all required artwork by designated due date

Expo & Conference Escalator Decals | \$11,500 SOLD Available

- Custom branded decals on the escalators leading to expo & conference
- Designed by sponsor to specifications.
- Sponsor responsible for providing all required artwork by designated due date

Show Floor Entrance Banner | \$5,750 | 4 Available

- Custom branded banner, facing the entrance to the show (south hall) located on level 3
- Designed by sponsor to specifications.
- Sponsor responsible for providing all required artwork by designated due date

Conference Column Wrap | \$5,750 | SOLD

- Custom branded column wrap on conference level 4.
- Designed by sponsor to specifications
- Sponsor responsible for providing all required artwork by designated due date

Alcove Banner | \$5,000 | 1 Available

- Custom branded banner located on conference level 4.
- Designed by sponsor to specifications
- Sponsor responsible for providing all required artwork by designated due date

Show Floor Custom Floor Stickers | \$7,500 per set of 2 Sets Available

- Custom branded floor decals located in main aisle of expo
- Designed by sponsor to specifications
- Sponsor responsible for providing all required artwork by designated due date

Applies to every sponsorship on the page:

Your brand will be spotlighted via:

- #RICE23 event website
- Relevant #RICE23 marketing/promotional materials for the event
- Event mobile app/digital platform

*Items to be approved by #RICE23 & provided by sponsor

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Video Promotion Packages

Maximize your marketing investment with video! *Retail TouchPoints* can help you capture and deliver the highlights, messaging and theme of your booth to key stakeholders, new prospects and your wider audience at large. Let our team of experts combine the power of video marketing with the energy of your presence at the event to help:

- Amplify key messaging via social channels, websites, blogs and webcasts
- Increase booth traffic with eye-catching, in-booth video, edited overnight
- Broadcast your message to all your targeted prospects long after the show
- Promote your video through email, newsletters and via partners

White Glove | \$11,500

- 30-minute video strategy call with RTP Marketing & Editorial Team:
 - Strategic alignment on the goals and objectives of your video
 - Suggestions to optimize video and promo beyond the show
 - Custom video promotion marketing and editorial checklist
- 45 minutes of production time onsite at your booth:
 - Including B-roll footage of booth, displays, signage, etc.
- Professional video filmed in your booth
- Overnight editing – draft delivered for your review the next morning
- Video featured on RTP's website and YouTube
- Social sharing on #RICE23 channels

Turnkey | \$5,750

- 30 minutes of production time:
 - Including B-roll footage of booth, product displays, signage, etc.
- Professional video filmed in your booth
- Two-week video editing – delivered within 10 business days
- Video featured on *Retail TouchPoints*' website and YouTube

Non-exhibiting companies, those with no booth or activation, subject to 25% surcharge on sponsorships

Content Creation & Thought Leadership Services

Turnkey Offerings to Maximize Your Reach and Marketing Impact

Retail TouchPoints (RTP)—the media brand behind #RICE23—is a trusted industry source retailers rely on to discover trends, benchmarks and best practices. An online publication delivering multimedia content and news to help brands optimize CX across all channels, *Retail TouchPoints* reaches an engaged audience of 80,000+ subscribers.

These exclusive offerings provide a way to reach event attendees and RTP’s broader online community while tapping into the editorial team’s expertise and 30+ years of industry experience to do all the heavy lifting. Leveraging RTP’s clout and credibility to validate and amplify your thought leadership, these options will also provide you with relevant, turnkey assets for post-show follow up and future campaigns.

The Ultimate Guide to #RICE23 Report

Retail TouchPoints will create, publish and amplify an Ultimate Guide to #RICE23, which will feature speaker interviews, solution spotlights and more. This asset will be featured on the RTP site, as well as the RICE site, and promoted through both databases. Offerings include:

Headline Sponsorship | \$10,000

- Logo on inside cover
- Full-size ad inside guide (promoting booth or other CTA)
- Byline featuring sponsor SME (approx. 800 words)
- Solution spotlight promoting a specific product or service (350 to 400 words)

Speaker Spotlight Sponsorship | \$7,500

- Q&A with session speaker/company executive
- CTA to session and/or supporting asset tied to topic

Solution Spotlight Sponsorship | \$5,000

- 350- to 400-word feature on your solution
- Smaller ad (promoting booth or other CTA)

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The #RICE23 Activation Bundle | \$11,500

Maximize your event investment by building an ecosystem of content around your presence. This bundle includes:

- Pre-event Solution Spotlight, to be featured on the RTP site and pre-show newsletter. (Run date TBD)
- Interview session with the RTP video crew at the show – sponsor will receive all source material and a two-minute social clip. Interview will be featured in RTP post-event video recap. (See example [here](#).)
- Post-event custom brief or checklist to deliver to executives / lead scans from the event. (Content development to be led by the RTP team. Learn more about our process [here](#).)

The #RICE23 Newsletter Takeover | \$7,500

Spread buzz about your brand leading up to #RICE23 through the RTP newsletter, which is delivered to 80,000+ subscribers:

- Pre- and Post-Event Newsletter Run Dates
 - Thursday, June 8 – the official pre-event newsletter
 - Tuesday, June 13; Wednesday, June 14; Thursday, June 15
- Sponsors with a newsletter buy-out will have an ad featured in the official event guide, which will be promoted to RTP and RICE databases
- All ad spaces in the RTP newsletter include:
 - Logo Sponsorship, 1 Featured Newsletter Banner, 2 Standard Newsletter Banners, 1 Featured Text Ad, 2 Social Posts, [View Example](#)

Content Creation & Thought Leadership Services

Turnkey Offerings to Maximize Your Reach and Marketing Impact

The Sponsored Multimedia Bundle | \$16,000

Leverage RTP's powerful combination of content formats and audiences to develop a multi-phase, multi-touch plan for audience engagement. This bundle includes:

- Sponsorship of one (1) RTP Special Report, Tech Guide or Survey Report (Sponsor can select one concept from the [2023 editorial calendar](#) or the RTP team will collaborate with the client on a new concept.)
 - Promotion and lead gen included to achieve 100-200 total downloads.
- One (1) Executive ViewPoints article, to be featured on the RTP site.
- The ability to feature a sponsor executive and/or client in an episode of the Retail Remix podcast, first run as a video livestream and then syndicated as an audio episode. (Note: Final guests and topics discussed on the episode must first be approved by the podcast team.)
 - Video livestream will include sponsorship mention at the top and in episode close out
 - Episode will include sponsorship mention at the top
 - Episode will include sponsor verbiage and CTA in show notes

Ad-Hoc Content Creation & Activation

#RICE23 sponsors have the unique opportunity to tap into content from their event speaking opportunities to create thought leadership content for targeted follow-up and long-term promotion across owned and paid channels. As a #RICE23 sponsor you will also save 25% off the standard starting price. Options include:

- Static custom white paper or E-book = **\$5,000**
- Interactive “iPaper” (white paper or E-book) asset **\$7,000**
- Static checklist **\$5,000**
 - RTP will develop outline and content, giving the client ability to review and approve all content and incorporate additional SME feedback.
 - RTP will design the content using the client’s brand guidelines and requirements.
 - Client will get ownership of the content to use at their discretion.
 - The final asset will be promoted to the RICE event audience as well as the RTP audience.

Non-exhibiting companies, those with no booth or activation, subject to 25% surcharge on sponsorships

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