



Retail Council of Canada  
**LOSS PREVENTION 2017**

PRESENTING SPONSOR  
**Moneris**

**September 19, 2017**

# RCC LP 2017 Sponsorship Opportunities

[RCCLPconference.ca](http://RCCLPconference.ca) | [#RCCLP2017](https://twitter.com/RCCLP2017)



Industry recognition

Networking

Thought leadership



## Join your peers at Canada's leading Retail Loss Prevention event.

**RCC's LP2017** is Canada's leading security conference designed by retailers, for retailers. 2017's top trends, including cyber security, enterprise risk management, organized dashboard & resources, crisis management, analytics technology will be front and centre, as the industry's thought leaders share best practices and improvement strategies for retail operating standards, ensuring that businesses maximize their profitability. This event also brings a full complement of exhibitors who provide ideas and expertise on products and services geared toward preventing retail losses.

Last year's speakers represented large Canadian retailers including the Canada Goose, Ice, NFL, Sears etc..

### **2016 Attendee Profile:**

*Last year's conference brought together over 100 loss prevention professionals from many mid-large size companies, including:*

*Alcool New Brunswick Liquor (ANBL), Ardene, Aritzia LP, Best Buy Canada, British Columbia Liquor Distribution Branch, Brooks Brothers, Browns Shoes Inc., Canada Goose, Canada Post Corporation Canadian Tire Corporation, Limited, Chatters, CINEPLEX ENTERTAINMENT, Comark Services Inc. Costco Wholesale Canada Limited, Curry's Art Store Ltd, ECCO Shoes Canada Inc, FGL Sports Ltd., goeasy Ltd, Goodness Me! Natural Food Market, Henry's, Hudson's Bay Company, Ice Inc, IKEA Canada, Indigo Books and Music Inc., Kit and Ace, LCBO Liquor Control Board of Ontario LIDS Sports Group, Loblaw Companies Ltd, London Drugs, Longo's, lululemon Athletica Inc. Metro Inc., Michael Hill Jewellers, Mountain Equipment Co-Op, National Football League, Nova Scotia Liquor Corporation, Overwaitea Food Group, Pier 1 Imports, Inc., Princess Auto, RATNADEEP SUPER MARKET, Reitmans Canada Inc., Rexall Drugstores, Sears Canada, Shoppers Drugmart, Sobeys Inc Sport Check, Staples Canada, Inc., The North West, The Shopping Channel, TJX Canada, Town Shoes Limited, Toys 'R' Us (Canada), Ltd.. TSC Stores LP, Walmart Canada, Wetaskiwin Coop, YM Inc*

- **72%** of attendees were **Senior Decision Makers** in Loss Prevention, Operations, Finance & Legal.

Showcase your partnership with RCC – “The Voice of Retail”, with one of the following sponsorship opportunities to raise your company's profile within your target market.



## Presenting Sponsor \$20,000

**SOLD**

### Brand Experience/P.R.

- Three (3) dedicated tweets from RCC CEO Diane J. Brisebois (@loveretail) regarding your participation in the final weeks prior to the Conference
- Opportunity to have a senior representative introduce the keynote speaker
- Opportunity to provide branded Lanyards for delegate name badges
- Multiple Podium mentions: "Presented by \_\_\_\_"

### Advertising

- Opportunity to include a banner ad in RCC's e-newsletter for the 4 weeks prior
- Logo on RCC's e-newsletter Event Promo Ads
- Logo on Canadian Retailer 's Event Promo Ad

### Event Material and Onsite 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



## Tag Team: Supplier/Retail Case Study \$10,000

### Brand Experience/P.R.

- Opportunity to develop, coordinate and deliver a 45 minute session in conjunction with a major retailer on the main stage. *(NOTE: Content will require pre-approval by RCC)*

### Advertising

- Opportunity to include a banner ad in RCC's e-newsletter for the 4 weeks prior to the conference
- Two (2) dedicated tweets from RCC CEO Diane J. Brisebois (@loveretail) regarding your participation in the final weeks prior to the Conference

### Event Material and Onsite 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"

**SOLD**

### 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 Session \$7,500

### Brand Experience/P.R.

- Develop, coordinate and deliver a 40 – 45 minute speaking session during the concurrent session time slot. *(NOTE: Content will require pre-approval by RCC)*

### Advertising

- Opportunity to include a banner ad in RCC's e-newsletter for the 4 weeks prior to the Conference
- Two (2) dedicated Tweets regarding your participation in the final weeks prior to the Conference

### Event Material and Onsite 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"

**SOLD**

### 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



## Networking Reception \$7,500

### Event Material and Onsite Signage

- Presence in the Event Program including
  - ¼ Page Ad
  - Logo & website listed in sponsor directory and
  - Logo placed beside the Networking timeslot in the program (printed and online versions)
- Logo on Event Signage
  - Thank You Signage
  - “Reception Sign” and Tent Cards
- 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

### Brand Experience/P.R.

- Podium mention prior to Reception: “Reception generously sponsored by”



## 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*)

#### Advertising

- Opportunity to include a banner ad in RCC's e-newsletter for the 4 weeks prior to the Conference
- Two (2) dedicated Tweets regarding your participation in the final weeks prior to the Conference

#### Event Material and Onsite 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



## Conference Program Sponsor \$5,500

### Event Material and Onsite Signage

- Significant Presence in the Event Program: including
  - Full Page Ad -placement on 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

### 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: Content will require pre-approval by RCC)*

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



## Lifetime Achievement Award \$5,000

### Event Material and Onsite Signage

- Logo placed beside the award listing on event web page, with a hyperlink to your Web site.
- Logo placed beside the award category in the on-site program.
- Logo included in PowerPoint during presentation of award.

### Online Presence

- Corporate logo & link to your website from the RCC Event page (pre & post event)

### Networking Opportunity

- Opportunity to have a senior executive from your company to present the award.
- Two (2) Complimentary Registrations to the Full Conference
- Access to discounted rate for additional passes



## Food & Beverage Sponsor \$5,000 Lunch or \$2,500 Breakfast or Break (a.m. or p.m.)

### Event Material and Onsite Signage

- Logo on select collateral material including email promotions
- Presence in the Event Program including Half Page Ad (Lunch) or Quarter Page Ad (Breakfast/Breaks)  
Logo & website listed in sponsor directory and Logo placed beside the Breakfast, Break or Lunch timeslot in the program (printed & on-line versions)
- Logo on Signage
  - Thank You Signage
  - “Breakfast” and “Lunch” Sign & Tent Cards
- Presence on main stage screen
  - Logo presence on main stage screen as “Food and Beverage Sponsor”

### 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 discounted rate for additional passes



## Super Session sponsor \$3,750

### Brand Experience/P.R.

- Invitation for a senior executive to introduce the session.

### 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

**SOLD**

### Brand Experience/P.R.

- Logo on the Online Registration Page & on the Registration Fax Form
- Rotating Banner on the home page of RCCLPConference.ca

### 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 \$2,500

### Brand Experience/P.R.

- Invitation for a senior executive to introduce the 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  
\$3,750

90%  
SOLD

Exhibiting Space

- 10x10 booth space in the Exhibit Hall at a height of 8' and draping 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.)*

## CONTACT

### For Sponsorship:

**Mary Markou**

*Director, Sponsorship & Partnerships*

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### For Membership and Exhibiting:

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