

TotalRetail

TECH

Connecting Retail Technology and Marketing

SPONSOR PROSPECTUS

SEPT. 18-20 | DALLAS, TX
tech.mytotalretail.com

PRESENTED BY

TotalRetail



 **NAPCOMEDIA**

WHY SPONSOR? LET'S COUNT THE WAYS...

The Total Retail Tech Value Proposition is Simple...

Marketing and technology are increasingly becoming one in the same within the retail industry. Total Retail's newest event, Total Retail Tech, addresses this dynamic by bringing together retail marketing and technology leaders for two days of education, networking and discussion on the latest technologies in the marketplace.

As a sponsor, you'll have guaranteed one-on-one time with executive decision makers. These attendees are responsible for evaluating, purchasing, implementing and managing major technology platforms, tools and solutions at their retail companies. Our "1:1 Meeting-Case Study Boardroom" approach creates results at a fraction of the cost compared to attending a large industry trade event or traditional conference.

- ➔ Pre-scheduled 1:1 meetings with attending senior executives are the ideal way to drive sales and solidify partnerships. Sponsors schedule meetings with attendees beginning 3-4 weeks before the event through our online scheduling system, as well as on site.
- ➔ Private case study presentations with rotating groups of 10-15 senior executives in the process of reviewing retail marketing technology tools and solutions for implementation at their organizations.
- ➔ Additional networking opportunities including receptions, breakfasts, luncheons, dinners, casino night and awards presentation, where attending executives vote on the best sponsor products and presentations.
- ➔ Keynote presentations and panels: in-depth presentations and panel discussions featuring sponsors whose retail marketing solutions are bringing businesses to new heights.

Total Retail Tech is an exclusive forum where buyers and sellers come together, in an environment facilitated by experts, to share their experiences, needs, products and services. The entire event experience – from meals and entertainment to the venue and conference program – provides attendees and sponsors with first-class networking and unique business development opportunities.

All qualified attendees receive a full participation package that includes travel, hotel accommodations, meals and networking activities. This ensures a 100 percent qualified audience for participating sponsors.

What makes Total Retail Tech different from other events?

Total Retail Tech is an invitation-only, hosted summit designed for retail marketing executives and technology leaders who want to understand how current and future technology platforms, tools and solutions can drive their organizations. This exclusive summit offers strategic-level insights into which technologies retail industry leaders should be leveraging to optimize their businesses. Rather than just another tradeshow or exhibition, Total Retail Tech is focused on building relationships so all members in these complex ecosystems can better understand and advance their needs.

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	DIAMOND PACKAGE <i>(limit to 1)</i>	GOLD PACKAGE <i>(limit to 4)</i>	SILVER PACKAGE <i>(limit to 10)</i>
Keynote Introduction Presentation - includes conference opening presentation prior to Retail Keynote to whole conference	✓		
Includes exclusive cocktail reception sponsorship, personal toast and signature cocktail	✓		
Includes solo room drop to all attendees (gift provided from sponsor, Total Retail can coordinate)	✓		
Presentation to entire conference (Total Retail to determine best fit)		✓	
Designated meeting tables in the Attendee 1:1 meeting zone*	✓ Ability to conduct up to (5) 20 min in-depth meetings with first choice of retailer attendees (15) 10 min meetings with first priority choice of retailer attendees <i>*3 Meeting Tables</i>	✓ Ability to conduct up to (4) 20 min in-depth meetings with retailer attendees (11) 10 min meetings with retailer attendees <i>*2 Meeting Tables</i>	✓ Ability to conduct up to (3) 20 min in-depth meetings with retailer attendees (7) 10 min meetings with retailer attendees <i>*2 Meeting Tables</i>
Includes Case Study Presentations (20 min sessions in Boardroom setting with up to 15 attendees per session*)	✓ <i>*2 Presentations</i>	✓ <i>*1 Presentation</i>	✓ <i>*1 Presentation</i>
Includes free VIP/all access retail passes for clients/prospects to attend, approved and vetted by Total Retail*	✓ <i>*5 Passes</i>	✓ <i>*3 Passes</i>	✓ <i>*1 Pass</i>
Includes VIP/all access sponsor passes	✓ <i>*3 Passes</i>	✓ <i>*2 Passes</i>	✓ <i>*2 Passes</i>
Includes recorded video interview at event with Total Retail editor for own usage	✓	✓	✓
Includes maximum presence on all email, online and live event signage promotions	✓	✓	✓
Total Retail will provide a list of attendees to sponsor which will include attendees' names, titles, companies and contact information	✓	✓	✓
Sponsor can distribute literature at event	✓	✓	✓
Sponsor can provide a gift and/or handout for tote bags to all attendees and/or participate in giveaway raffle	✓	✓	✓
TOTAL	\$30,000	\$25,000	\$20,000