

**Retail Council of Canada**



# **LOSS** PREVENTION **2018**

**Sponsorship &  
Exhibitor  
Information  
Package  
September 20<sup>th</sup> 2018  
International Centre**

Retail Council of Canada'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.

[These retailers and more joined us at Loss Prevention 2016](#)

Ardene	Metro Inc.
Aritzia LP	Michael Hill Jewellers
Best Buy Canada Ltd	Mountain Equipment Co-op (MEC)
Browns Shoes Inc.	Nova Scotia Liquor Corporation
Cineplex Entertainment	Pier 1 Imports, Inc.
Costco Wholesale Canada Limited	Princess Auto
ECCO Shoes Canada Inc	Reitmans Canada Inc.
FGL Sports Ltd.	Rexall
Henry's	Shoppers Drug Mart
Hudson's Bay Company	Sobeys Inc
IKEA Canada Limited Partnership	Sport Check
Indigo Books and Music Inc.	Staples Canada, Inc.
JYSK Canada	The Shopping Channel
LCBO Liquor Control Board of Ontario	TJX Canada
LIDS Sports Group	Toys 'R' Us (Canada), Ltd.
Lindt & Sprungli (Canada) Inc.	TSC Stores L.P.
Loblaw Companies Limited	Walmart Canada
London Drugs Limited	Wetaskiwin Coop
Longo's	YM Inc
Lululemon Athletica Inc.	

# Presenting Sponsor

## \$20,000

# RETAIL SECURE 2018

# SOLD

### Brand Experience/P.R.

- 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

- VIDEO: Sr. Executive interview w/RCC CEO & President, Diane J. Brisebois to be used in Social Media Campaign – topic to be determined
- 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, profile & 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

Event Material and Onsite Signage

- Significant Presence in the Event Program
- Logo in bottom corner of every layout under the title “Program Sponsored by”
- Full page ad in premium placement
- Logo and website listed in sponsor directory
- Logo on Event Signage
  - “Thank You” Signage
  - Showcase Signage
- Presence on main stage screen
  - Logo presence on main stage screen “Sponsor Loop”

Online Presence

- Corporate logo, profile & 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

**\$5,000**

**SOLD**

## Event Material and Onsite Signage

- Presence in the Event Program including
  - ¼ Page Ad
  - Logo & website listed in sponsor directory
  - Logo placed beside the Networking Reception 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, profile & 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

## Brand Experience/P.R.

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

**\$5,000**

**SOLD**

## Event Material and Onsite Signage

- Presence in the Event Program including
  - ¼ Page Ad
  - Logo & website listed in sponsor directory
  - Logo placed beside the Lunch timeslot in the program (printed and online versions)
- Logo on Event Signage
  - Thank You Signage
  - “Lunch” Sign and Tent Cards
- Logo presence on main stage screen “Sponsor Loop”

## Online Presence

- Corporate logo, profile & 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

## Brand Experience/P.R.

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

## Food & Beverage Sponsor

**\$2500** EACH

### *3 Opportunities:*

- Breakfast
- Networking Break AM
- Networking Break PM

RETAIL SECURE 2018

**Only Breakfast & P.M. Break Available!!**

### Event Material and Onsite Signage

- Logo on select collateral material including email promotions
- Presence in the Event Program including:
  - A ½ page Ad
  - Logo & website listed in sponsor directory
  - Logo placed beside the Breakfast/Networking Break (am and/or pm) timeslot in the program (printed and online versions)
- Logo on Event Signage
  - Thank You Signage
  - “Breakfast” and/or “Networking Break” Sign and Tent Cards
- Logo presence on main stage screen as “Food and Beverage Sponsor ”

### Online Presence

- Corporate logo, profile & 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

### Brand Experience/P.R.

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

**BONUS:** Opportunity to provide logoed swag or collateral on round tables during networking break/lunch

# Registration Sponsor

# LOSS PREVENTION 2017

\$4,500

**SOLD**

## Brand Experience/P.R.

- Logo on the Online Registration Page & on the Registration Fax Form
- Rotating Banner on the home page of the Loss Prevention Conference website

## 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, profile & 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



# “Fast Five” Thought Leadership

## \$5,000

## RETAIL SECURE 2018

### 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
- Podium mention: “Fast5 Thought Leadership Sponsored By \_\_\_\_\_”
- *(NOTE: Content will require pre-approval by RCC)*

### 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, profile & link to your website from the RCC Event page (pre & post event)

### Networking Opportunity

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

## \$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, profile & 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.)*

# Concurrent Session Sponsor

\$1,500

## RETAIL SECURE 2018

### Brand Experience/P.R.

- Opportunity 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
  - Sponsor “Thank You” Signage
  - Showcase Signage
- Logo presence on main stage screen “Sponsor Loop”

### Online Presence

- Corporate logo, profile & 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.)*

## \$3,750

# 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
- Carpeting included

### 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
- Corporate logo, profile & 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: 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.)*

**\*\* 10x20 booth space also available \$7,500 with FOUR (4) complimentary registrations to the full conference\*\***

Contact Nikita Patel, Sponsorship Representative at 416-467-3745 or at [npatel@retailcouncil.org](mailto:npatel@retailcouncil.org)

Contact Mary Markou, Director of Sponsorship & Partnerships at 416-467-3766 or [mmarkou@retailcouncil.org](mailto:mmarkou@retailcouncil.org)

