



SEPTEMBER 21, 2016.

RCC DTL^{QC}. 2016

Sponsorship Opportunities

www.dtlqc.com | [#DTLQC2016](https://twitter.com/DTLQC2016)

**Palais des Congrès
1001, Place Jean-Paul-Riopelle
Montréal, QC
H2Z 1H5**

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RCC DTL^{QC}. 2016 Sponsorship Opportunities



DTL^{QC}. is back!

We are proud to announce the 3rd annual DTL^{QC}. Retail Conference on September 21 at the Palais des Congrès in Montreal. Building on the success of the last two years, this dynamic event offers a day of dedicated retail-focused content. Trends, innovative technologies, retail thought leadership, networking and more! This is an event not to be missed!

Who Should Attend?

From C-suite to senior execs in eCommerce, marketing, sales and operations to solutions providers, DTL^{QC}. 2016 conference is for you! We hope you can join us. Over 350 retail professionals attended the DTL^{QC}. in 2015 including c-suite executives, eCommerce experts, senior executives in marketing, sales and retail store operations, account managers and IT solution providers. **66%** of attendees were **Senior Decision Makers**.

2015 Attendee Profile:

Last year's Conference brought together professionals from over 100 companies including:

- *Aldo Group*
- *Ardène*
- *Avril Supermarché*
- *Bath & Body Works*
- *Bentley Leathers*
- *Bonhomme Matin*
- *Boutique Séduction*
- *Browns Shoes*
- *Bureau en Gros*
- *Call it Spring*
- *DAVIDs TEA*
- *Fabricville*
- *Fruits & Passion*
- *Groupe Dynamite Inc.*
- *Home Depot Canada*
- *IKEA*
- *iStore*
- *Jan's Pots'N'Pans*
- *L'Oréal Canada*
- *La Maison Lavande*
- *La Vie en Rose*
- *Loblaws*
- *Metro inc.*
- *Metro Richelieu inc.*
- *Michael Kors*
- *Ogilvy & Holt Renfrew*
- *Reitmans Canada Ltd.*
- *RONA*
- *Rudsak Inc.*
- *Sobeys*
- *Souvenirs de Voyages*
- *Stokes Inc.*
- *Super C, une division de Metro Richelieu*
- *The Jean Coutu Group*
- *Tigre Géant*
- *Uniprix*
- *Verti Store Inc.*

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

www.dtlqc.com | #DTLQC16



Retail Council of Canada



Conseil canadien du commerce de détail



Presenting Sponsor
\$20,000

As “Presenting Sponsor” you receive the following benefits:

Brand Experience/P.R.

- Opportunity to have a senior representative introduce the keynote speaker
- Opportunity to provide branded Lanyards for delegate name badges
- 10’x10’ Exhibit Space
- Multiple Podium mentions: “Presented by _____”

Advertising

- *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
- Logo on Event Ad in other RCC Event Programs

Event Material and Onsite Signage

- Logo on ALL collateral material (e-vites, etc.)
- Significant presence in the Event Program
 - Full Page Ad
 - Message “From the Sponsor”
 - Logo on the bottom of each layout in the program
 - Phone number &/or 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)
- Approved product “sampling” opportunity in the on-line Eco-Bag
-

Networking Opportunity

- EIGHT (8) Complimentary Registrations to the Full Conference



Thought Leadership Session

\$12,000

As a “Thought Leadership Session” sponsor you receive the following benefits:

Brand Experience/P.R.

Opportunity to present a 30 minute “Thought Leadership Session” during a 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
5 dedicated Tweets regarding your participation 2 weeks prior to the Conference
THREE push notifications to the delegates from the Conference App

Event Material and Onsite Signage

Logo on select collateral material (e-vites, post cards, etc.)

Presence in the Event Program

- Full Page Ad
- Logo & website listed in sponsor directory

Logo on Event Signage

- Thank You Signage
- Showcase Signage
- Logo beside Showcase timeslot in the program (on-line version also)

Logo presence on main stage screen “Sponsor Loop”

Online Presence

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

Opportunity to include an electronic marketing piece in the online Delegate Bag

Networking Opportunity

THREE (3) Complimentary Registrations to the Full Conference



RCC's "Fast Five"
Thought Leadership Series
\$5,000

As a "RCC's "Fast Five" Thought Leadership Series Sponsor you receive the following benefits:

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: "Lunch and Learn sponsored by _____"

Advertising

Logo on ALL e-blasts

Presence in the Event Program :

- ¼ Page Ad
- Logo placed beside the RCC's "Fast Five" Thought Leadership Series" timeslot in the program (printed & on-line versions)
- Logo & website listed in sponsor directory

Logo on Sponsor "Thank You" Sign

Presence on Main Stage

Online Presence

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

Opportunity to include an electronic marketing piece in the online Delegate Bag

Networking Opportunity

TWO (2) complimentary registrations to the full conference

Access to a discounted rate for additional registrations



Networking Reception \$10,000

As “Networking Reception” Sponsor you receive the following benefits:

Event Material and Onsite Signage

- Presence in the Event Program
 - ¼ Page Ad
 - Logo placed beside the Networking timeslot in the program (printed & on-line versions)
 - Phone number &/or website listed in sponsor directory
- Logo on Signage
 - Sponsor “Thank You” Sign
 - “Reception” Sign & Tent Cards
- Presence on main stage screen
 - Logo representation on the “Reception Sponsor” slide on Main Hall Stage
 -

Online Presence

- Corporate logo & link to your website from the RCC Event page (pre & post event)
- Approved product “sampling” opportunity in the on-line Eco-Bag
-

Networking Opportunity

- FOUR (4) Complimentary Registrations to the Full Conference

Brand Experience/P.R.

- Podium mentions during Reception: *“Reception generously sponsored by”*





Conference Program \$6,000

As “Conference Program” sponsor you receive the following benefits:

Event Material and Onsite Signage

- Significant Presence in the Event Program
 - 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 Sponsor “Thank You” Sign
- Presence on main stage screen
 - Logo representation on the “Program Sponsor” slide on Main Hall Stage

Online Presence

- Corporate logo & link to your website from the RCC Event page (pre & post event)
- Approved product “sampling” opportunity in the on-line Eco-Bag

Networking Opportunity

- TWO (2) Complimentary Registrations to the Full Conference
- Opportunity to purchase additional Registrations at a discounted rate



Networking Hall Display \$4,000

As a Display Exhibitor, you will receive the following benefits:

Event Material and Onsite Signage

- Presence in the Event Program - Logo on the Sponsorship page
- Logo on “Exhibitor Thank You” Signage
- Logo Presence on main stage screens

Online Presence

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

Brand Experience/P.R.

- Opportunity to showcase a 10’ x 10’ sized display or booth in the Networking Hall
 - Most displays will be interactive – note: formal pipe/drapes not provided
- Opportunity to include an electronic marketing piece in the online Delegate Bag

Networking Opportunity

- TWO (2) Complimentary Conference Registrations
- Opportunity to purchase additional Registrations at a discounted rate

(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.)



QC.
RETAIL
CONFERENCE

Event at a Glance Interact with Industry Leaders





Event at a Glance Networking Opportunities



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CONTACT

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Interested in sponsorship but not an RCC member?

Engage with RCC's retail community and become a Member today to make the most of your sponsorship budget dollars.

Chantal Mizerski

Manager, Partner Relations

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