

Sponsored Speaker Proposal Guideline

RCC Retail Sustainability Conference

When: October 16, 2024

Where: Toronto Congress Centre

1020 Martin Grove Rd, Etobicoke, ON



RCC's Retail Sustainability Conference will bring together retail's top innovators, sustainability experts, government leaders, quick-service restaurants, and consumer packaged goods professionals to share best practices for integrating sustainable approaches into existing strategies and processes.

Sponsored Speaking Opportunities Call for Submissions Open for Immediate Consideration!

Share your Retail Sustainability Story with Canada's Largest Retail Network

The Retail Council of Canada's Retail Sustainability Conference will feature experts for insights and dialogue on the crucial subjects, best practices and newest success strategies to achieve smart goals.

Speaking sessions are ideal for thought leadership, panel discussions, research and retail case studies. This conference is great for vendors and suppliers to build their recognition and showcase their strong knowledge in front of Canada's top decision makers from the retail and CPG industries.

General Audience Profile

We expect 400+ retail professionals and value chain partners across all disciplines who are interested in accelerating environmental, social and governance (ESG) solutions across all of their organization's business disciplines. Due to our reputation for providing great content at our events, we attract a high-profile representation of decision makers.

Content Featured at RCC Retail Sustainability Conference

For Main Stage Sessions we welcome proposals on the following topics:

- **Performance, Risks, and Opportunities: Sustainability Disclosure Standards**
- **Operationalizing Decarbonization** (interview or panel discussion)
- **Supply Chain Transparency and Modern Slavery**
- **Supply Chain Collaboration** (interview or panel discussion)
- **Challenges and Opportunities with ESG Tech**
- **The Sustainability Journey from Here** (panel discussion with CEOs)

Sponsored Speaking Opportunities Overview

Main Stage Thought Leadership Session: \$15,000

- In partnership with RCC, this is an opportunity to develop and deliver a 30- 35-minute session.
- Exceptional thought leadership in a keynote presentation or in an interview format with a retail leader in the C-suite or similar leadership roles.
- On the main stage in front of an audience of approximately 400+ delegates.

Concurrent Session Thought Leadership: \$10,000 (4 to 6 Opportunities)

- In partnership with RCC, develop and deliver a 45-minute thought leadership session.
- This is an opportunity to demonstrate leadership and expertise, not to deliver a sales pitch.
- Keynotes, interviews, and panel discussions are welcome presentation formats.
- Sessions featuring a guest retail executive speaker are recommended.

Lunch and Learn Session: \$7,500 (1 to 2 Opportunities)

- In partnership with RCC, develop and deliver a 20-minute thought leadership session over the networking lunch break.
- This is an opportunity to demonstrate leadership and expertise, this is not a sales pitch.
- Keynotes, interviews, and panel discussions are welcomed presentation formats.
- Sessions featuring a guest speaker retail executive are recommended.

Fast5 Session: \$6,500 (2 Opportunities)

- Opportunity for a senior executive to deliver a 5-minute presentation.
- This is an opportunity to demonstrate leadership and expertise, this is not a sales pitch.
- Speaker should be a part of executive management team.

Main Stage Speaker Introductions \$5,000

- Opportunity for companies to create awareness of their brand in the Canadian retail industry.
- While introducing the speaker you will have an opportunity to share a custom message about who you are and why you are supporting the retail industry by participating at RCC's Retail Sustainability Conference

Diverse Voices Encouraged to Apply

We are in search of experts who are passionate about the future of Retail Sustainability in Canada. Help us bring a diverse representation of Canadian leaders to the stage! RCC welcomes all speakers from C-suite and senior-level executives including the BIPOC (Black, Indigenous, and People of Colour) community and people with various abilities, to use RCC's Retail Sustainability Conference to share their retail success story.

Selection Criteria

Proposals submitted for the conference are reviewed by the RCC Events team and the RCC Retail Sustainability Conference Advisory Committee

- Sponsors must be active members of RCC
- Proposals with the intent to include a retail/CPG speaker(s) or a retail case study will be given priority
- Sponsors are expected to invite appropriate speakers for the Retail Sustainability audience, retail/CPG executives or subject matter experts. Speakers are subject to RCC approval.
- Content with the presentation must be owned by the sponsor or presenter.
- Presenter must have superior presentation skills.
- The session must provide clear takeaways for the audience.

Conditions

The conference provides a unique opportunity for open dialogue and creative exchange of ideas among the greater retail community. Speakers and moderators must be cautious of using brand names or specific product endorsements in their presentations. **Under no circumstances is this speaking engagement to be used for direct promotion of a product, service or monetary self-interest.**

In keeping with the conference goals, speakers are asked to focus on sharing ideas, lessons learned, case studies, and best practices that have industry-wide applications.

If selected, you agree to the above and the following conditions:

- Solidifying, and maintaining an active membership with the Retail Council of Canada.
- To work closely with RCC staff in advance of the conference and adhere to deadline dates.
- To work cooperatively to refine the presentation and integrate it with other presentations.
- To make no substantial changes in content, format, audio/visual needs, identity, or number of presenters without prior approval of conference organizers.
- To make no substitutions for another speaker to give your presentation without consultation.
- To design and provide high-quality handouts by the date requested.
- To adhere to the logistical requirements as laid out by RCC staff

Sponsored Session Proposal Form

Session Information

The session description will be based on the information you provide here.

Please attach additional pages where needed.

Company	
Primary Contact Name	
Phone	
Email	
Secondary Contact Name	
Phone	
Email	
Session Proposal Tell us what you will speak about, including key messages, three areas of learning and the point of differentiation in content compared to other sessions on this same topic.	
Session Format Tell us the desired format of your session. For example, keynote, panel, roundtable, interview	

Proposed Speakers

Tell us about your speakers. Provide full name, title, and company. Share a short bio, reference links, or other details about the speakers' experience.

Speaker 1

Speaker 2

Speaker 3

Why is your content valuable to retailers?

Other important information

Please send speaker proposals or questions to

Mary Markou, Interim Director, Sponsorships

mmarkou@retailcouncil.org

REFER A COLLEAGUE! Know a qualified colleague who has a great retail story?

Please forward this document and invite them to submit their presentation for consideration!

