

RCC | Retail Sustainability Conference

SPONSORSHIP AND EXHIBITOR INFORMATION PACKAGE

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Toronto Congress Centre South Building

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Driving Progress for Retail's Sustainable Future

RCC's Retail Sustainability Conference brings 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.

Who will attend?

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.

Capitalize on this event to achieve brand exposure and recognition as a solutions provider by sponsoring and/or exhibiting at Retail Sustainability Conference, October 16, 2024.

Sponsorship and Exhibitor opportunities are limited and secured on a first come/first serve basis. Don't miss out! Contact us today to discuss how we can best achieve your goals together. We look forward to welcoming you to this highly engaging event!

Overview of Sponsorship and Exhibit Opportunities

Presenting Sponsor: Maximize your brand exposure and recognition at the event and in all P.R./marketing activities pre- and post-conference. Lead general and an exhibit booth are included for additional engagement.

Main Stage Session: Opportunity for C-Suite Executive to provide 20–25-minute thought leadership session, case study, research, trends, etc. (upon RCC approval) on Main Stage.

Concurrent Session Sponsor: Position your organization as an industry expert by sharing expertise and retail success stories in a 40 – 45-minute thought leadership session with a retail co-presenter(s).

Lunch and Learn: Develop, coordinate and deliver a 20-minute presentation during lunch on a compelling topic.

Sponsor Spotlight: Share a 5-minute highlight on the main stage demonstrating a solution to a perplexing issue.

Registration Sponsor: Achieve brand/logo exposure on the online registration site and the onsite registration desk.

Main Stage Session Introduction: Support an RCC-produced session and introduce the speakers on the main stage.

Delegate Bag Sponsor: Feature your logo on delegate bags that attendees will use to store their conference goodies

Refreshment Break Sponsor: Achieve brand/logo exposure during the breaks.

Breakfast or Lunch Sponsor: Achieve brand/logo exposure during the Breakfast or Lunch breaks.

Networking Cocktail Reception Sponsor: Achieve brand/logo exposure during the Cocktail Reception.

Exhibitor Booth: Give retail attendees the tactile, experiential use case of your company's solutions/expertise.

Membership: Sponsors and Exhibitors must be Members of RCC.

Summary of Sponsorship and Exhibit Investment

Presenting Sponsor – SOLD	\$25,000
Main Stage Session	\$15,000
Concurrent Session Sponsor	\$10,000
Lunch and Learn	\$7,500
Sponsor Spotlight	\$6,500
Registration Sponsor	\$5,000
Main Stage Session Introduction	\$5,000
Delegate Bag Sponsor	\$6,500
Networking Cocktail Reception	\$4,000
Breakfast or Lunch Break Sponsor	\$4,000
Refreshment Break Sponsor	\$3,000
Exhibitor 10x10	\$4,000
Exhibitor 10x20	\$8,000

Presenting Sponsor: \$25,000

Brand Experience/P.R.

- Presenting Sponsor
- Lead generation opportunity to retrieve attendee contact information (based on opt-in by attendees).
- Opportunity for a senior representative to introduce the Keynote Speaker or Opening Remarks.
- Opportunity to provide branded lanyards for delegate name badges.
- Multiple podium mentions on-site.

Online Exposure and Advertising

- Opportunity to provide whitepaper/case study or thought leadership research on RCC Community Hubs webpage.
- Logo and link to your website on the sponsor page of the event website.
- Logo on all collateral material including email promotions.
- Opportunity to provide banner for event website homepage
- Logo embedded on event website header to ensure a presence on all pages
- Logo beside session timeslot in the agenda

Event Material and On-Site Signage

- Logo on event signage and on main stage screen.

Networking/Engagement

- Ten (10) complimentary registrations to the full conference.

Main Stage Session: \$15,000

Brand Stage Exposure

- Platinum Sponsor
- Opportunity for C-Suite Executive to provide 20 – 25-minute thought leadership session, case study, research, trends, etc. (upon RCC approval) on Main Stage

Marketing and Promotion

- Recognition on select email marketing campaigns to target potential attendees
- Social media promo to highlight specific sessions on RCC's LinkedIn, Twitter, and Facebook platforms
- Opportunity to provide banner for event website homepage
- Opportunity to share presentation materials or link in post event email

Online and Onsite Recognition

- Sponsor logo on event webpage with link to the company website
- Logo beside session timeslot in the agenda
- Verbal recognition from podium
- Lobby signage: Thank You to sponsors
- Logo on sponsor loop on main stage screen

Complimentary Passes

- Six (6) complimentary registrations to the full conference (in addition to speakers)

Concurrent Session: \$10,000

Brand Stage Exposure

- Platinum Sponsor
- Opportunity for Senior Executive to provide 45-minute thought leadership session, case study, research, trends, etc. (upon RCC approval) in Break-Out Room

Marketing and Promotion

- Recognition on select email marketing campaigns to target potential attendees
- Social media promo to highlight specific sessions on RCCs LinkedIn, Twitter, and Facebook platforms
- Opportunity to share presentation materials or link in post event email

Online and Onsite Recognition

- Sponsor logo on event webpage with link to the company website
- Logo beside session timeslot in the agenda
- Lobby signage: Thank You to sponsors
- Logo on sponsor loop on main stage screen

Complimentary Passes

- Four (4) complimentary registrations to the full conference (in addition to speakers)

Lunch and Learn \$7,500

Brand Stage Exposure

- Gold Sponsor
- Opportunity for Senior Executive to provide a 20-minute thought leadership session, case study, research, trends, etc. (upon RCC approval)

Marketing and Promotion

- Recognition on select email marketing campaigns to target potential attendees
- Social media promo to highlight specific sessions on RCCs LinkedIn, Twitter, and Facebook platforms.
- Opportunity to share presentation materials or link in post event email

Online and Onsite Recognition

- Sponsor logo on event webpage with link to the company website
- Logo beside session timeslot in the agenda
- Lobby signage: Thank You to sponsors
- Logo on sponsor loop on main stage screen

Complimentary Passes

- Three (3) complimentary registrations to the full conference

Sponsor Spotlight \$6,500 (Two Opportunities)

Brand Stage Exposure

- Silver Sponsor
- Opportunity for Senior Executive to provide a 5-minute thought leadership session, case study, research, trends, etc. (upon RCC approval) on Main Stage

Marketing and Promotion

- Opportunity to share presentation materials or link in post event email

Online and Onsite Recognition

- Sponsor logo on event webpage with link to the company website
- Logo beside session timeslot in the agenda
- Lobby signage: Thank You to sponsors
- Logo on sponsor loop on main stage screen

Complimentary Passes

- Two (2) complimentary registrations to the full conference

Registration Sponsor \$5,000

Brand Experience/P.R.

- Bronze Sponsor
- Achieve brand/logo exposure online and at the event registration desk

Marketing and Promotion

- Logo and banner on all relevant registration emails
- Logo and banner on event website registration page

Online and Onsite Recognition

- Logo on sponsor webpage with link to the company website
- Logo on sponsor loop on main stage screen
- Logo placement on special sponsor signage and tent cards
- Lobby signage: Thank You to sponsors

Complimentary Passes

- Two (2) complimentary registrations to the full conference

Main Stage Session Introduction \$5,000

Brand Stage Exposure

- Bronze Sponsor
- Opportunity for a senior executive to introduce the guest speaker of a session

Marketing and Promotion

- Recognition on select email marketing campaigns to target potential attendees

Online and Onsite Recognition

- Sponsor logo on event webpage with link to the company website
- Logo beside session timeslot in the agenda
- Lobby signage: Thank You to sponsors
- Logo on sponsor loop on main stage screen

Complimentary Passes

- Two (2) complimentary registrations to the full conference

Delegate Bag Sponsor \$6,500

Brand Experience/P.R.

- Silver Sponsor.

Event Material and On-Site Exposure

- Feature your logo on delegate bags that attendees will use to store their conference goodies
- Opportunity to place this branded product at strategic locations throughout the event in high-traffic, public areas (pre-approved by RCC)
- Logo on sponsor loop on main stage screen
- Lobby signage: Thank You to sponsors.

Website Exposure

- Logo and link to your website from the sponsor page of the event website (pre and post).

Networking/Engagement

- Three (3) complimentary registrations.
- Access to a discounted rate for additional employees.

*Unique to Session Sponsor

Networking Cocktail Reception Sponsor \$4,000 (Up to 3 Sponsors)

Brand Experience/P.R.

- Event Sponsor
- Achieve brand/logo exposure while delegates are networking

Event Material and On-Site Exposure

- Logo placed beside the Cocktail Reception timeslot in the agenda (website & digital program)
- Logo on event signage, tent cards, and on main stage screen

Website Exposure

- Logo and link to your website from the Retail Sustainability sponsor page (pre and post)

Networking/Engagement

- Two (2) complimentary registration to the full conference
- Access to discounted rate for additional employees

Breakfast or Lunch Break Sponsor \$4,000 (Up to 3 sponsors for each)

Brand Experience/P.R.

- Event Sponsor
- Achieve brand/logo exposure while delegates are eating and networking

Event Material and On-Site Exposure

- Logo on the agenda beside the session (website)
- Logo on event signage, tent cards, and on main stage screen

Website Exposure

- Logo and link to your website from the Retail Sustainability sponsor page

Networking/Engagement

- Two (2) complimentary registration to the full conference
- Access to discounted rate for additional employees

Refreshment Break Sponsor \$3,000 (Up to 3 Sponsors)

Brand Experience/P.R.

- Event Sponsor
- Achieve brand/logo exposure while delegates are eating and networking

Event Material and On-Site Exposure

- Logo on the agenda beside the session (website & digital program)
- Logo on event signage, tent cards, and on main stage screen

Website Exposure

- Logo and link to your website from the event website sponsor page (pre and post)

Networking/Engagement

- Two (2) complimentary registration to the full conference
- Access to discounted rate for additional employees

Exhibitor Booth

Brand Experience/P.R.

Choice of either:

- 10' x 10' Booth space at a height of 8' and draping along the back and sides. **\$4,000 OR**
- 10' x 20' Booth space at a height of 8' and draping along the back and sides. **\$8,000**

Event Material and On-Site Exposure

- Company name listed on the exhibitor directory, indicating booth location
- Logo exposure in on-site signage and on main stage screen

Website Exposure

- Logo exposure, company profile and URL on the event website on sponsor page and exhibitor page

Networking/Engagement

- Two (2) complimentary registrations (10'x10') to the full conference. **OR**
- Four (4) complimentary registrations (10'x20') to the full conference
- Access to a discounted rate for additional employees

Top 5 Reasons to Join RCC as an Associate Member

Sponsorship and exhibiting opportunities are exclusive to members of RCC. Build your brand in front of Canada's largest retail community including and enjoy the outstanding benefits below:

- A listing on [RCC's Supplier Directory](#).
- Network and build relationships with leaders in the retail industry.
- Receive discounts on registration to our [Events and Conferences](#).
- Access to a powerful database through RCC's [Retail Pulse Dashboard](#).
- Access to an extensive [library of reports and statistics](#).

[Click here for the Associate Membership Form](#)

The screenshot shows the RCC Supplier Directory website. At the top, there is a navigation bar with the RCC logo and 'Supplier Directory' text. Below the navigation bar, there is a search area with the text 'Find the right business partner' and input fields for 'Category Name', 'City Name', and 'Keywords, Company, Contact'. A 'SEARCH' button is also present. Below the search area, there is a section titled 'About RCC Supplier Directory' with statistics: '400+ up-to-date suppliers listed', '2221+ page views on average per month', and '700+ visitors on average per month'. The main content area is titled 'PREMIER LISTINGS' and features a listing for 'LIQUIDITY SERVICES' with details: 'Liquidity Services Canada', '1920 Yonge Street, Suite 200, Toronto, ON, Canada M4S 3E2', and a 'MORE INFO' button. Below this, there is a section titled 'BASIC LISTINGS' with three listings: 'Call2Recycle', 'Montreal Port Authority', and 'Eco Entreprises Québec (EEQ)'. Each listing includes the company name, address, phone number, and website URL.

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