

RSPA

# Retail NOW

2025

**JULY 27-29, 2025**

**Caesar's Palace | Las Vegas**

[www.GoRSPA.org/RetailNOW](http://www.GoRSPA.org/RetailNOW)

**SPONSORSHIP GUIDE**

**WHERE THE INDUSTRY MEETS!**

RetailNOW® is the retail IT channel’s #1 trade show, education conference, and networking event. This event brings together the industry’s leading VARs, ISVs, and vendors serving the restaurant, retail, grocery, and cannabis verticals. It is Where The Industry Meets! RetailNOW® premium sponsorships give sponsors the spotlight on key components that are essential to the success of the event. All sponsorships listed below include significant pre-show marketing\* and on-site recognition\*\*.

*Items in dark gray are no longer available.*

## PREMIUM SPONSORSHIPS SUMMARY TABLE

	(1 Remaining; 2 Total)	(2 Remaining; 3 Total)		(3 Total Available)	
	Premier \$25K	Day 1 Gold \$20K	Day 1 Silver \$12K	Day 2 Gold \$15K	Day 2 Silver \$9K
RetailNOW Website and Email Sponsorship	✓	✓	✓	✓	✓
Event Signage Sponsor Recognition	✓	✓	✓	✓	✓
Mobile App Sponsorship	✓	✓	✓	✓	✓
Sponsor Recognition During Education Tracks	All	Monday	Monday	Tuesday	Tuesday
Event Lunch Sponsor Recognition	All	Monday	Monday	Tuesday	Tuesday
Hospitality Sponsorship for the Day (e.g. meals, beverages, snacks, etc.)	All	Monday		Tuesday	
Education Sponsorship for the Day	All	Monday		Tuesday	
RSPA Social Media Spotlight	1	1	1	1	1
Pre-event Promotion Email Sponsor Spotlight	1	1	1	1	1
Keynote/General Session or First Look Welcome Reception Sponsorship (first come, first served)	Choice				
Complimentary Tote Bag Insert	✓				
Room for Partner Meetings or Receptions	1	50% Discount		50% Discount	
Complimentary Registrations	2	1	1	1	1

Sponsorship	Investment	Description
<b>Badges and Lanyards</b> <b>SOLD OUT</b>	\$20,000	<ul style="list-style-type: none"> <li>Worn by every attendee, badges are required to attend all RetailNOW® functions</li> <li>Sponsor receives company logo/artwork on badge lanyards and back side of the badge</li> <li>Logo recognition includes the following:               <ul style="list-style-type: none"> <li>Event website and emails</li> <li>Mobile app sponsor pages</li> </ul> </li> </ul>
<b>Hotel Keycard</b> (1 Available)	\$12,000	<ul style="list-style-type: none"> <li>Provide all attendees a branded hotel keycard at check-in, allowing them to see you brand while accessing their rooms</li> <li>Logo recognition includes the following:               <ul style="list-style-type: none"> <li>Event website and emails</li> <li>Mobile app sponsor pages</li> </ul> </li> </ul>
<b>Registration Desk</b> (1 Available)	\$9,000	<ul style="list-style-type: none"> <li>Sponsor the first place every attendee goes to check in and pick up their badge</li> <li>Prominent recognition at the registration area</li> <li>Logo recognition includes the following:               <ul style="list-style-type: none"> <li>Event website and emails</li> <li>Mobile app sponsor pages</li> </ul> </li> </ul>
<b>Tote Bag</b> <b>SOLD OUT</b>	\$9,000	<ul style="list-style-type: none"> <li>Provide all attendees with a branded tote bag</li> <li>Logo recognition includes the following:               <ul style="list-style-type: none"> <li>Event website and emails</li> <li>Mobile app sponsor pages</li> </ul> </li> </ul>
<b>Hospitality Sponsorship</b> (3 Available)	\$6,000	<ul style="list-style-type: none"> <li>Prominent recognition in meal areas</li> <li>Logo recognition includes the following:               <ul style="list-style-type: none"> <li>Event website and emails</li> <li>Mobile app sponsor pages</li> </ul> </li> </ul>
<b>Education Sponsorship</b> (3 Available)	\$5,000	<ul style="list-style-type: none"> <li>Prominent recognition in all education break out presentations</li> <li>Logo recognition includes the following:               <ul style="list-style-type: none"> <li>Event website and emails</li> <li>Mobile app sponsor pages</li> </ul> </li> </ul>
<b>Refreshment Sponsorship</b> (Unlimited Available)	\$2,500	<ul style="list-style-type: none"> <li>Break refreshments provided in-between education sessions Monday and Tuesday</li> <li>Sponsor will receive signage recognition at refreshment stations for both days</li> <li>Logo recognition includes the following:               <ul style="list-style-type: none"> <li>Event website and emails</li> <li>Mobile app sponsor pages</li> </ul> </li> </ul>

Sponsorship	Investment	Description
<b>Tote Bag Insert</b> (Exhibiting Vendors Only; Limited Availability)	\$1,500	<ul style="list-style-type: none"> <li>Provide all attendees with a branded piece collateral in the tote bag</li> <li>Limited availability (first come, first served)</li> <li>Collateral must be provided by sponsor and approved by the RSPA</li> </ul>
<b>Registration List</b> (Exhibiting Vendors Only)	\$2,500	<ul style="list-style-type: none"> <li>Receive the official RetailNOW registration list</li> <li>Provided within two weeks post event</li> </ul>
<b>Show Floor Meeting Rooms</b> (Exhibiting Vendors Only; Limited Availability)	\$2,000	<ul style="list-style-type: none"> <li>Whisper suites available for exhibitors who desire private meeting space on the show floor</li> <li>10x10 paneled wall space with locking door in discreet show floor location, along with a table and 3 chairs</li> <li>Available for exclusive use during all show floor hours</li> </ul>
<b>Rooms for Partner Meetings or Receptions</b> (Exhibiting Vendors Only; Availability Determined Upon Inquiry)	Fewer than 25 people – \$1,500 (room fee only)  More than 25 people – \$3,000 (room fee only)	<ul style="list-style-type: none"> <li>Host your annual partner conference or a dealer meeting/reception at RetailNOW®</li> <li>Far less than you would pay hosting elsewhere</li> <li>A meeting space to conduct a function of your own outside of RetailNOW® scheduled activities</li> <li>Significant discounts on food &amp; beverage</li> <li>Based on availability, the RetailNOW® room rate will be extended to you and your partners</li> </ul>

**Reserve Your Booth Space Today!**

RetailNOW 2025 is expecting 1,600+ attendees including hundreds of VARs and ISVs seeking new partners. Reserve your booth by contacting [Membership@GoRSPA.org](mailto:Membership@GoRSPA.org).

Booth Size	Member Price	Registrations Included
10x10	\$4,550	2
10x20	\$8,200	4
20x20	\$15,500	8
20x30	\$22,000	12