

PARTNERSHIP OPPORTUNITIES


SHELFSPACE
THE ASSOCIATION FOR RETAIL ENTREPRENEURS



FOCUSING ON EXCELLENCE

TUESDAY, MAY 4TH 2010

PASSION FOR RETAIL CONFERENCE PARTNERSHIP OPPORTUNITIES

The *Passion for Retail* Conference is an annual event that brings together retail owners, managers and staff as well as suppliers to the retail industry to learn about the art and science of retail.

This event also allows retailers and industry suppliers from western Canada to meet one another, share ideas and gain the tools needed on a quest for retail excellence.

This year offers up the opportunity for 200-300 retailers of all sizes to learn and grow, and to celebrate this ever changing industry.

AN OPPORTUNITY TO CONNECT

Shelfspace's *Passion for Retail* event has evolved over the years from the typical "Retail Week" event to an extraordinary conference. This year will address some key topics for BC's retailers that all have to do with raising the quality of retailing and supporting retail excellence.

With professional speakers, as well as significant opportunity to network within the community, the Passion for Retail Conference is one you don't want to miss. The event is a great opportunity for those committed to the retail industry to 'hob-knob' and 'rub elbows' at an evening that celebrates them! As a sponsor of the *Passion for Retail* Event, you will have the opportunity to meet retailers and introduce them to your brand and its representatives. Should you have other ideas of how to contribute to this event, we're all ears.

GOLD LEVEL PARTNER

\$10,000

The gold level partner is the highest level of sponsorship for this event and paramount exposure. As a Gold Partner, you will receive:

- Podium time to introduce the speaker at the kickoff luncheon presentation featuring a renowned Canadian retailer
- Prevalence during the networking portion of the event
- The opportunity to present \$1000 "your brand" scholarship to a young person pursuing a career in retail during the evening portion of the event
- 1/2 page ad in the event program distributed at the conference
- 10 tickets for staff and clients, to attend the entire conference (valued at \$2000)
- Gold level sponsor acknowledgement on all promotional materials as well as the Shelfspace website with links back to your site
- Four month banner ad on www.shelfspace.ca to be used sometime within 2010 (value \$1480)
- Logo loop acknowledgement throughout the event

SILVER LEVEL PARTNER

\$6000

The silver level partner receives significant exposure at the Passion for Retail Conference and beyond. As a Silver Partner, you will receive:

- Opportunity to introduce one of the breakout session speakers
- 1/4 page ad in the event program distributed at the conference
- 6 tickets for staff and clients to attend the entire conference (value of \$1200)
- Acknowledgement from the podium as a silver level sponsor of the event committed to supporting the retail industry
- Silver level acknowledgement on all promotional materials as well as the Shelfspace website with links back to your site
- Logo loop acknowledgement throughout the event
- Two month banner ad on www.shelfspace.ca to be used sometime within 2010 (value \$740)

BRONZE LEVEL PARTNER

\$3000

The bronze level partner receives exposure at the Passion for Retail Conference and beyond. As a Bronze Partner, you will receive:

- Acknowledgement from the podium as a bronze level sponsor of the event committed to supporting the retail industry
- 3 tickets to the entire event for staff and clients (value of \$600)
- Bronze level acknowledgement on all promotional materials as well as the Shelfspace website with links back to your site
- Logo loop acknowledgement throughout the event
- One month banner ad on www.shelfspace.ca to be used sometime within 2010 (value \$370)

Draft Conference Schedule

Time	Session
12:00-12:30pm	Registration
Retail Legend Lunch 12:30pm	Legend Lunch & Kickoff Keynote How I Established a Culture of Leadership in My Business.
Breakout 1 2:30pm (choose one)	Session 1a: Growth: How do I create the systems needed to be more effective with my time, more empowering to my staff and more successful in my business? Session 1b: Customer Service: How do I Build a Service Focused Culture Into My Company?
Breakout 2 4:00pm (choose one)	Session 2a: Social Media: How do I Harness the Power of My Community Through Social Media to Increase Sales? Session 2b: Design/Display: How do I design a retail store that will increase my sales? A case study of success.
Evening Celebration 5:45pm-9pm	Back by popular demand, the <i>Passion for Retail</i> Conference will end off an evening program that will be sure to inspire, invigorate and even share some laughs and perhaps a cocktail or two with your peers. Owners, managers and staff alike will be treated to dinner and a treat of a Keynote presenter that will inspire all in attendance to: Lead With Your Customer, Transforming Culture and Brand into World-Class Excellence!

FOR MORE INFORMATION REGARDING
PARTNERSHIP OPPORTUNITIES,
PLEASE CONTACT:

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