



Fact Based.  
Forward Thinking.



The **2007 Strategic Outlook Conference – Retailing 2015** is the premier annual retail conference for senior-level executives in the retail and consumer products sectors. Retail Forward is proud to announce four locations:

- **San Francisco, Thursday, April 19**
- **Chicago, Wednesday, April 25**
- **New York City, Wednesday, May 16**

Also being held in **Toronto, Wednesday, May 2**. Exclusive sponsor PricewaterhouseCoopers.

Retail Forward has unparalleled retail consulting experience and are trusted advisors to many tier 1 and tier 2 retailers and their suppliers. We are globally recognized by the business media for our expertise in retail and consumer insights and unique forward-thinking point of view.

Through our products and services, Retail Forward has exposure and access to senior-level executives of national and global retailers and consumer goods companies. With this unique position, we can assist you with building brand recognition with your target audience and potential new clients.

### 2007 Strategic Outlook Conference – Retailing 2015 Sponsorship Opportunities

The year 2015 is only nine short years away, but the retail world in 2015 will be substantially different than it is today. Join the industry's foremost authorities on retail strategy and research for a view into what the future holds and what your company can do to prepare. How will changes in the economy, consumer behavior, technology, marketing practices and competitor dynamics affect your company's future? What will leading retailers and suppliers do to survive?

This conference includes presentations delivered by senior Retail Forward executives reviewing key issues and realities retailers and their suppliers will face through 2015.

Sponsorship at the Strategic Outlook Conference will give you the opportunity to showcase your company and brands exclusively for your business. This audience includes:

- Senior-level executives from:
  - Marketing
  - Strategy
  - Business Development
  - Finance and Operations
  - Customer or Channel Development
  - Shopper Insight
  - Market Research
- Decision makers representing:
  - The C-Suite
  - Executive and Senior VP's
  - Director-level and Managerial Staff

#### Benefits of Sponsorship include:

- Association with a leading retail authority
- Exposure and access to senior-level executives of national and global retailers and consumer goods brands
- Connect with potential clients
- Build brand recognition with your target audience
- Complimentary seats for sponsors and their clients
- Additional exposure through Retail News Today™ daily newsletter



**Platinum Sponsorship Benefit**

#### Past Sponsors Include:

- Abacus
- Acxiom
- Diners Club
- IBM
- Mosaic Sales Solutions
- The Integer Group
- The Thomas Group
- Tracy Locke
- PricewaterhouseCoopers
- Xerox

#### Sponsorships Levels:

- Platinum
- Gold
- Luncheon
- Morning Break
- Survey Prize
- Exclusive Conference Sponsorship\*



Laura Ballou, Manager of Business Development  
lballou@retailforward.com or 614.355.4031

Sponsorship Levels	Platinum	Gold	Luncheon <b>SOLD</b>	Morning Break	Survey Prize
<b>Cost</b>	\$30,000	\$25,000	\$35,000	\$15,000	\$10,000
<b>Category Exclusivity</b>	Yes	Yes	Yes	Yes	Yes
<b>Prominent Sponsorship on Web Site</b>	Yes	Yes	Yes	Yes	Yes
<b>Significant recognition in all electronic and print marketing</b>	Yes	Yes	Yes	Yes	Yes
<b>Complimentary conference seats for sponsor clients and staff</b>	24	24	24	10	4
<b>Advertising in Retail Forward's daily newsletter, <i>Retail News Today</i>™</b>	4 weeks	4 weeks	4 weeks	No	No
<b>Recognition in Retail Forward's weekly client communication</b>	Yes	Yes	Yes	Yes	Yes
<b>Recognition in conference documentation, signage and slide presentation</b>	Yes	Yes	Yes	Yes	Yes
<b>Inclusion of promotional materials in conference documentation distributed to all attendees</b>	Yes	Yes	No	No	No
<b>Booth Space</b>	Yes	No	No	No	No
<b>Personal introductions to industry executives before, during and after events</b>	Yes	Yes	No	No	No
<b>Opportunity to sponsor private cocktail party, dinner and/or breakfast</b>	Yes	Yes	No	No	No
<b>Opportunity to distribute marketing materials at morning break to guests including signage</b>	No	No	No	Yes	No
<b>Opportunity to distribute marketing materials to luncheon guests including signage and brief welcome message/introduction</b>	No	No	Yes	No	No
<b>Recognition (logo placement) on post-conference survey form and promotional signage</b>	No	No	No	No	Yes

<b>Cocktail Party*</b>	<b>New York</b>	<b>\$7,500</b>
	<b>Chicago</b>	<b>\$5,000</b>
	<b>San Francisco</b>	<b>\$5,000</b>
<b>Executive Dinner*</b>	<b>New York</b>	<b>\$7,500</b>
	<b>Chicago</b>	<b>\$5,000</b>
	<b>San Francisco</b>	<b>\$5,000</b>
<b>Breakfast*</b>	<b>New York</b>	<b>\$7,500</b>
	<b>Chicago</b>	<b>\$5,000</b>
	<b>San Francisco</b>	<b>\$5,000</b>

\*Requires Platinum or Gold Sponsorship commitment. Limited to one sponsored event per city.

\*Sponsor is responsible for all related function costs, including facility charges, food and beverage. Retail Forward provides marketing support.

Sponsorship pricing includes three conference venues (San Francisco, Chicago, and New York City) unless otherwise noted.

Additional conference sponsorship opportunities include: Memory Stick, Lanyard and Water Bottles. Sponsorship pricing varies depending on cost of item(s). Other sponsorships of Retail Forward events, products and services are available including: Retail News Today™ Newsletter, Webinar Series and White Papers.

**\*Ask us about Exclusive Conference Sponsorship set up specifically for your audience and potential clients!**