

# OFFICIAL PODCAST OF RETAILX

## SPONSORSHIP OPPORTUNITIES



### WHEN

RetailX will feature an on-site podcasting studio and connected VIP lounge in the exhibit hall. Over the course of three days, RetailX, along with partner Rise25, will conduct 100+ live podcast recordings and livecastings from this area. Podcast recordings will take place Tuesday, June 25 through Thursday, June 27.

### WHERE

Podcasting and livecasting will take place in the RetailX exhibit hall in the Innovation Valley section of the show floor. This will be a traffic draw during the course of the event.

### WHY

This exciting new initiative not only brings more excitement to the exhibit hall, but provides you with a way to share more about your company with a large audience. RetailX will distribute podcasts over the course of the year- which means your message reaches a large audience even after the event has ended.

## SPONSORSHIP OPPORTUNITIES

### PODCASTING BOOTH EXCLUSIVE NAMING RIGHTS | \$7,500

Your logo will be displayed on the exterior of the podcasting studio (3 sides). Sponsorship to include one interview (to be done on Tuesday). Sponsor will be promoted within the website, app and more.

### EXCLUSIVE LOUNGE SPONSOR | \$25,000

There will be a large VIP Lounge connected to the podcast studio. Sponsor's logo will appear in the VIP area, and also include: cold beverage service, furnishings, one interview (to be done on Tuesday), promotion within the app, website & more, and 2 meterboards.

### EXHIBITOR LIVECAST/FEATURED INTERVIEW | \$2,000 | 15 OPPORTUNITIES AVAILABLE

This is your opportunity to be interviewed at the podcasting booth during the show! Content will be published on the official YouTube channel, as well as livecast on select social channels.

### BUMPER SPONSOR | \$25,000

Have your brand seen over the course of the year following RetailX. A bumper with your branding will be placed on all attendee podcast interviews. A total of around 100 video clips will be released 1-2 times per week in the year leading up to RetailX 2020.

## FOR QUESTIONS AND TO PURCHASE, CONTACT:

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