

RetailROI SuperSaturday 2011 • January 8, NYC • Sponsors enjoy...

As a sponsor of the RetailROI Super Saturday, you'll enjoy specific benefits that you won't find elsewhere at the NRF.

Depending on your category of sponsorship, you'll get the opportunity to introduce our analysts; mingle with participants; present a three-minute commercial, outlining the themes you'll be presenting at NRF; sponsor the learnings from the analysts at this meeting which will be distributed afterward to the top retail IT shops; sponsor the flash polls of retailers that we'll be producing at the meeting; ask questions at the meeting; and more.

Another reason to sponsor – you'll know what retailers are thinking before the show begins. By sponsoring the Analyst Event Saturday, you'll plug into the research and opinions that are shaping the industry before the show begins. You'll also be in a much better position to invite retailers to visit your booth at the show.

Sponsorship/Attendee levels

LEVEL	Attendees	Logo Recognition on promotional material and onsite, named in Press Releases and thank You ad linked to website	Promotional Material Thumb Drive, Banner Ad in Newsletter/Event Promotional Materials (3 Mailings minimum)	Manage Networking Topic Table at Lunch	One on one meetings with up to 3 analysts (30 minutes each)	Attend CIO thank you event from 8-9pm on Sunday Evening
\$2,000	1					
\$5,000	1	X				
\$10,000	2	X	X			
\$15,000	4	X	X	X		
\$25,000	7	X	X	X	X	
\$35,000	7	X	X	X	X	X

To participate, get in touch with Cathy Hotka at cathy@cathyhotka.com or phone her at **202-549-3954**. We'll talk about what will work best for you, then set up your sponsorship.

There are additional promotional benefits to sponsorship, and you won't want to miss them. I'd welcome an opportunity to get on the phone with you and chat about things we can do together to expand the effort. Many thanks for your support of the Retail Orphan Initiative!

The Retail Orphan Initiative is a charitable foundation under the umbrella of The Giving Back Fund. This allows us to keep administrative costs low so we can help as many children as possible.



Retail Orphan Initiative
Helping Vulnerable Children Worldwide
www.RetailROI.org

RetailROI

c/o The Giving Back Fund
6033 West Century Blvd, Suite 350
Los Angeles, CA 90045
310.649.5222
Federal Tax ID: 04-3367888
www.givingback.org

RetailROI SuperSaturday 2011 • January 8, NYC • Agenda

- 9:00am **Welcome and Introductions:** Greg Buzek, IHL Group
- 9:15am **Wall Street, Technology and You** Deborah Weinswig, Citi
- 9:45am **The State of the Store – Results from the 6th Annual RIS News/IHL Group Store Systems Study**
Greg Buzek, IHL Group
- 10:00am **Mobility Panel** - Jim Crawford, GREC
- 10:30am **Networking Break**
- 10:45am **PwC Technology Forecast**
- 11:15am **Hoops of Hope** - Austin Gutwein
- 12:00pm **Lunch with Networking Topic Tables**
- 12:45pm **Pardon the Interruption Panel** - Cathy Hotka - Cathy Hotka & Associates,
Paula Rosenblum - RSR Research, Greg Buzek, IHL Group,
- 1:15pm **Security Panel** - Evan Schuman, *StoreFront Backtalk*
- 1:45pm **Timothy Kasbe – Sears Holding Co.**
- 2:15pm **Networking Break**
- 2:30pm **RetailROI Vision** - Greg Buzek, IHL Group
- 3:00pm **Jeff Roster, Gartner**
- 3:30pm **Conclusion/Analyst and Vendor one on ones**