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The Driving Force in Collaboration

ABOUT US
The Retail Value Chain Federation (RVCF) is a neutral, independent retail organization that facilitates trading partner collaboration to enable industry-wide growth and profitability. We promote best practices, industry initiatives and collaborative solutions that make it possible for retailers and suppliers to optimize supply chain operations and meet the ever-increasing expectations of the end consumer.

RVCF draws participation from both retailers and merchandise suppliers along with the service providers that support them.

For a sampling of our participants:
Retailers
Merchandise Suppliers
Service Providers

SPONSORSHIP OPPORTUNITIES
RVCF sponsorships lend credibility to service provider organizations and offerings, help to position service providers as experts in their field, increase brand awareness, and produce qualified business leads.

Service providers do not have to be RVCF members to take advantage of sponsorship opportunities. However, our service provider members do receive significant incentives, such as discounted sponsorship packages and the ability to staff their booths with more employees during RVCF Conferences.

RVCF sponsorship opportunities for service providers include, but are not limited to:

Event Sponsorship
This can include the sponsorship of exhibition space, social event promotion, and private demo meeting rooms. Event sponsors have exclusive use of attendee lists and can distribute promotional items at the event.

Webinars
RVCF webinars represent a powerful branding opportunity for service providers. Many of the issues covered during webinars require solutions offered by sponsors.

Research & Studies
We will help you research the concerns, needs, priorities, and attitudes of a specific group of interest and then craft this data into a comprehensive report for industry review. This can position a service provider as a thought leader and problem solver.

Advertising
Build brand awareness by advertising on the RVCF website and in the monthly RVCF Link newsletter, a must-read publication for influential industry stakeholders. Compliance Clearinghouse daily e-mail alerts enable service providers to stay top-of-mind with suppliers who are constantly looking for ways to better
EVENT SPONSORSHIP

Attending RVCF Conferences ensures that your company stays on top of the critical business issues in the retail industry.

- **ACCESS TO HIGH-LEVEL DECISION MAKERS:**
  Your products and/or services will be exposed to key decision makers at our events, including VP, Director and Manager levels.

- **FEATURED PRESENTATIONS:**
  Key sponsors will have the opportunity to copresent case studies with a client at our events.

- **EXCLUSIVE USE OF LISTS:**
  Sponsorship entitles you to an advance copy of the attendee list to prepare for networking events with existing clients or targeted prospects. Attendee lists are provided six weeks prior to the start of each event and include attendee name, title, company name and phone number.

- **MATERIALS IN CONFERENCE GUIDE:**
  Sponsors may elect to include marketing collateral in the official web and mobile app conference guide. Marketing collateral may be in the form of PDF’d promotional literature, i.e., company brochure, single page flyer or white paper, and may include hyperlinks. The use of the Conference Guide is designed to entice attendees to learn more about your specific service or product offering.

- **INTIMATE SETTINGS TO DO BUSINESS:**
  In addition to the Exhibit Hall, RVCF Conferences are designed to provide a wide range of networking opportunities including our Evening Receptions, a foursome on the golf course, or a private meeting room exclusive to your company.
IN-HOUSE SOCIAL OPPORTUNITIES

The saying goes something like, “It may not be what you know, but who you know.” Our networking functions provide the opportunity to build crucial relationships that are vital to doing business.

MEALS/BREAKS

- Recognition at the meal and/or break function
- Branded signage on food and beverage tables
- Marketing in mobile app/web guide and recognition in general session to conference attendees

EVENING NETWORKING RECEPTION

- Company branded cocktail napkins
- Branded signage
- Recognition and introduction at the event, including the opportunity for your representative to briefly address the attendees
- Marketing in mobile app/web guide and recognition in general session to conference attendees

Available at the Spring Conference and Fall Conference. Must be an event exhibitor - additional attendee conference passes not included
OFF-SITE RECREATIONAL OPPORTUNITIES
Network with your customers and potential clients in a casual and recreational environment.

BOAT CRUISE
Sponsor one or more aspects of the RVCF Boat Cruise.
• Includes designated tables for up to 5 guests

Available at the Spring Conference only. Must be an event exhibitor - additional attendee conference passes not included.

GOLF OUTING
Sponsor one or more aspects of the RVCF Fall Conference golf outing.
• Golf outing co-sponsor
• Branded golf balls
• Performance prizes

Available at the Fall Conference only. Must be an event exhibitor - additional attendee conference passes not included.

*Ask us about other venue specific opportunities

For more information e-mail shaupt@rvcf.com or call 646-442-3433
EVENT COMMUNICATION OPPORTUNITIES

Access and communication options for all of the attendees at the conferences via our web and mobile opportunities.

CONNECTIVITY LOUNGE

Wireless Access and Branded Charging Stations

Attendees will have wireless access throughout the conference area and be able to recharge their devices at charging stations branded with your company’s messaging.

- Sponsor branded signage throughout conference
- Marketing in mobile app/web guide and recognition in general session to conference attendees
- Sponsor branded charging station(s) in the sponsor branded Charging Station Lounge area

ELECTRONIC CONFERENCE GUIDE

Mobile App and Web-Based Conference Guide

Completely searchable and cross-referenced web-based application. Access it through the web or via the iTunes and Google Play app store.

- Promotion as exclusive sponsor in all advance, on-site and web-based event marketing
- Extended profile on conference app, including banner ads, daily alert messaging, enhanced profile information and document uploads
- Follow-up analytics covering event activity

Available at the Spring Conference and Fall Conference. Must be an event exhibitor - additional attendee conference passes not included
EXHIBIT OPPORTUNITIES

Nothing beats getting your message across like a product and service display and a personal handshake.

EXHIBIT BOOTH

Includes:

• 8’ x 10’ Exhibit Space
  • 6’ draped table
  • 2 chairs
  • trash can
• Two full conference attendee passes
  • Select sessions subject to restrictions
• Company logo and basic profile in the electronic conference guide
• Signage throughout conference recognizing exhibitors
• List of registered attendees prior to the event

Available at the Spring Conference and Fall Conference.

KIOSK

Includes:

• High top draped table
• 1 stool/chair
• One full conference attendee pass
  • Select sessions subject to restrictions
• Company logo and basic profile in the electronic conference guide
• Signage throughout conference recognizing exhibitors
• List of registered attendees prior to the event

Available at the Fall Conference only.
MEETING ROOM OPPORTUNITIES

Need a private area to hold demos or have meetings with potential clients? We offer private meeting rooms in packages to fit your needs.

PRIVATE MEETING ROOM

Includes:
- Branded signage and key for secure access
- Conference room set-up
- Internet connection
  - Additional A/V available at an additional charge
- Pads, pens and water for each seat
- Catering
  - Call to discuss availability, menu and pricing

MEETING ROOM

Includes:
- Pre-scheduled agenda
  - One hour appointments scheduled
- Conference room set-up
- Internet connection
  - Additional A/V available at an additional charge
- Pads, pens and water for each seat

Available at the Fall Conference only. Must be an event exhibitor – additional attendee conference passes not included.
OTHER EVENT OPPORTUNITIES

Get your company brand in the hands of every attendee that comes to the conference.

HOTEL KEY CARDS
Full Color, Company Branded

WATER SPONSOR
Water Stations and BPA Free Optional Water Bottles

RETAILER-SUPPLIER ONE-ON-ONE MEETING TIMERS
Great opportunity for visibility at our most popular session

NAME BADGE SPONSOR
One Color, Company Branded

*Welcome to additional suggestions. Contact us to review.

*Available at the Spring and Fall Conferences. Must be an event exhibitor - additional attendee conference passes not included.
WEBINARS

RVCF makes it easy to position your messaging to industry leaders. Our team will handle all of the registration, marketing delivery and post-event to ensure your message is presented in a thought engaging atmosphere.

Successful campaigns require diversified and repetitive marketing initiatives. Through online advertising and e-mail campaigns, you will strengthen your brand name and your message. Your event will be promoted through a massive outreach campaign including e-mail campaigns, website promotion and newsletter promotion.

BRANDING AND PROMOTION

• **E-mail Promotional Campaign:** Customized text and HTML e-mails are delivered to RVCF’s distribution list.

• **Newsletter Advertising:** Your webinar will be included in RVCF’s monthly newsletter, the RVCF LINK, including banner advertising and event information, delivered to tens-of-thousands of recipients.

• **Web Advertising:** The RVCF website will promote your upcoming event, including event landing page and follow-up delivery of presentations.

• **Comprehensive Follow-up:** The RVCF staff will follow up with attendees to grant access to your presentation, provide an event survey, and deliver to you, the registered attendee contact information.
RESEARCH & STUDIES

RVCF conducts periodic surveys and industry studies to provide insight and actionable takeaways to some of retail’s most pressing issues. With deep roots in supply chain collaboration and operational execution, RVCF initiates timely research to uncover, analyze and understand the industry’s most pressing issues. RVCF provides an objective voice to advance industry best practices that result in optimized inventory planning, cycle times and supply chain velocity for all retail trading partners.

SURVEYS AND STUDIES

- **Research:** By jointly crafting a survey, RVCF can help you study the profile of a group as a whole, creating a descriptive research objective, and then perform a cause-and-effect analysis to understand the source as an explanatory research objective.

- **Results:** The survey findings can then support fact-based organizational decisions or continuous improvement projects towards the goal of achieving an organizational mission.

- **Publication:** RVCF can work with you to deliver your message to a targeted audience, both promoting its availability as well as making it accessible through multiple touchpoints of communication.

- **Comprehensive Follow-up:** The RVCF staff will follow up with you to provide the contact information of those who download your papers.
ADVERTISING

RVCF LINK

Reach 16,000 senior executives and seasoned practitioners each month - from retail and manufacturing, to systems and consulting.

The single source for trends, initiatives, news, and metrics for trading partners in Apparel, Footwear, Accessories, Cosmetics, Housewares, Consumer Electronics, Sporting Goods, HBA and Toys concerned with retailer-supplier execution.

Create impressions about your solutions and services within a large community of professionals who are striving to improve their operations and are working toward true trading partner collaboration. The RVCF LINK provides advertisers with an interactive platform to connect with the RVCF readership.

Banner Advertising: Brand your message in a horizontal banner ad, hyperlinked to the URL of your choice.

Whitepaper Promotion: You will receive a horizontal banner ad with a three line message that links to your posted whitepaper. As an advertiser, you will receive contact information from everyone who downloads your publication.

Editorial: Provide original content to the RVCF Link on a monthly basis. You will receive monthly analytics on visitors to your content.
RVCF COMPLIANCE CLEARINGHOUSE

The Compliance Clearinghouse monitoring solution tracks retailers’ compliance guidelines and pushes those changes directly to the individuals who are on the frontlines of compliance.

Reach thousands of Merchandise Suppliers daily through our e-mailed Compliance Clearinghouse Alert.

Banner Ad: Brand your message in a vertical banner ad (top, bottom or both), hyperlinked to the URL of your choice.
RVCF WEBSITE

Deliver your message to over 4,700 visitors each month - from retail and manufacturing. Over 50% of our traffic is direct and over 23% is through referral, many of which are our retailer members. The average duration of time spent on our site is over 5.5 minutes.

Homepage Banner Ad: Place your message in the most prominent position on our website. This semi-exclusive opportunity is only available to five non-competing companies per year, including a first-right-of-refusal for contract renewal.

Sub-Page Sidebar Ad: Brand your message in a vertical banner ad, hyperlinked to the URL of your choice.

Footer Ad: Secure one of three exclusive footer ads, hyperlinked to the URL of your choice.

Testimonial Sponsor: Exclusive Advertisement on RVCF 2017 testimonial videos to appear on RVCF homepage and RVCF Staff e-mail signatures.
• Dedicated position of sponsor provided creative content at beginning of each video
• Ad will play on RVCF YouTube Channel
• 15 second branded advertisement
• 12 month advertisement duration
MEMBERSHIP OPPORTUNITIES

As previously noted, membership has its perks. Benefits include:

- Member Pricing on Exhibit Booths and Advertising
- Member Registration Rates at RVCF Events
- One (1) Free White Paper Submission
- Listing on the RVCF Website including logo, company description, and URL
- $250.00 Amex or Visa gift card for first time member referrals
- Members Only Website Access
  - Member Profile Page including Marketing Library
- RVCF Compliance Clearinghouse™ - an excellent resource for 3rd party logistics providers
  - Monitors your customers’ compliance guidelines, thousands of web pages daily
  - Summarizes and prioritizes all changes
  - Catalog, search and save updates to streamline your workflow
  - Daily change alerts based on each user’s predetermined criteria
  - Document repository for easy access to retailer requirements
- For more information, please CLICK HERE.

1. Must meet editorial approval
2. Membership registration and payment required by referral; limit two (2) per year per individual
3. Available with the Service Provider+ membership; select Service Providers only
Terms and Conditions

RVCF makes available data interchange services to its member subscribers, allowing authorized subscribers to access the RVCF Members-Only website.

Data contained in the RVCF Members-Only Site is obtained from sources believed to be reliable and accurate. However, the data is subject to change, omissions or inaccuracies.

By using the information contained herein, the user willingly assumes all risks in connection with such use. RVCF shall not be held responsible for errors, omissions in information herein nor liable for any special, consequential, or exemplary damages resulting, in whole or in part, from any user(s)' use of or reliance upon, this material.

The subscriber company is responsible for implementing sufficient procedures and checkpoints to satisfy its particular requirements for accuracy of data input and output and for maintaining a means external to the service for the reconstruction of any lost data.

You agree that the liability of RVCF, its affiliates, agents and licensors, if any, arising out of any kind of legal claim (whether in contract, tort or otherwise) in any way connected with the service or the information in the service shall not exceed the amount you paid to RVCF for use of the service.

Subscriber will indemnify and hold RVCF harmless from any demands, claims, actions or causes of action, assessments, losses, damages, costs, expenses, judgments, awards, fines, amounts paid in settlement and other liabilities arising from (a) the unlawful, improper or unauthorized use of the Service, (b) errors or omissions in any information content made available to RVCF in connection with the Service, or (c) alleged copyright or other intellectual property rights infringement, defamation or other tort on account of information content provided to RVCF.

RVCF may, discontinue or change the Service, or its availability to you, at any time without notice. This agreement is personal to you, and may not assign your rights or obligations to any other third party individual or organization. If any provision of this Agreement is invalid under applicable law, the remaining provisions will continue in full force and effect. This Agreement, all intellectual property issues, and your rights and obligations shall be governed by the laws of the United States of America and the State of New Jersey governing contracts wholly entered into and wholly performed within New Jersey.

Information received through this Service may be displayed, reformatted and printed for your personal, non-commercial use only. You agree not to reproduce, retransmit, distribute, disseminate, sell, publish, broadcast or circulate the information received through the Service to anyone, including but not limited to others in the same company or organization, without the express prior written consent of RVCF.

RVCF does not guarantee the accuracy, completeness or timeliness of, or otherwise endorse, these views, opinions or recommendations.
# MEMBERSHIP PRICING

<table>
<thead>
<tr>
<th>Retailer Membership Options</th>
<th>Annual Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retailer Membership</td>
<td>$2,650.00</td>
</tr>
<tr>
<td>Cross Channel Membership ¹</td>
<td>$4,900.00</td>
</tr>
</tbody>
</table>

## Supplier Membership/Subscription Options

| Supplier Subscription - Less than $50MM     | $2,850.00    |
| Supplier Subscription - $50MM - $150MM      | $3,390.00    |
| Supplier Subscription - $150MM - $500MM     | $3,975.00    |
| Supplier Subscription - Greater than $500MM | $4,900.00    |
| Supplier Subscription - Wholly Owned Subsidiary ² | $2,000.00 |

## Service Provider Subscription Options

<table>
<thead>
<tr>
<th>Service Provider Subscription</th>
<th>Annual Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service Provider Subscription</td>
<td>$2,850.00</td>
</tr>
<tr>
<td>Service Provider Subscription Plus Clearinghouse</td>
<td>$5,400.00</td>
</tr>
</tbody>
</table>

¹Cross Channel Membership is for companies that are considered both Retailers (they operate their own stores selling other Merchandise Suppliers’ branded product) and Merchandise Suppliers (they supply other Retailers).

²Wholly owned subsidiaries of a member company are welcome to join at a reduced rate per subsidiary per year so long as the member company remains a member in good standing.
APPENDIX

2015-2016 Participants by Type

- Merchandise Supplier: 51%
- Service Provider: 31%
- Retailer: 18%

2015-2016 Participants by Department

- EDI/Information Technology: 7%
- Executive: 6%
- Finance: 10%
- Global Transportation/Imports/Customs: 1%
- Inventory Management: 1%
- Vendor Compliance/Trading Partner Relations: 28%
- Supply Chain: 7%
- Service Provider Sales: 16%
- Sales & Operations Planning: 9%
- Merchandising Support/Customer Service: 7%
- Merchandising/Product Identification: 2%
- Multi-Channel: 1%
- Product Returns/Quality/Safety: 1%
- Production/Manufacturing/Sourcing: 0%
- Other: 4%
APPENDIX

2015-2016 Participants by Job Role

- Manager / Supervisor: 40%
- Executive / Vice President: 16%
- Director: 22%
- Associate: 16%
- C-Level: 4%
- Other: 2%

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