



RLPSA's 39th Annual Conference & Expo

August 5 - August 8, 2018
Dallas, TX

HYATT REGENCY

The industry event for loss prevention, safety, security and risk management professionals in the food service and restaurant industry.



Restaurant Loss Prevention & Security Association

RLPSA MISSION

Our mission is to educate our members on topics that benefit our companies by helping provide a safe and secure environment for our customers and employees, identify and mitigate risk by leveraging best practices with innovative solution providers, protect our companies from the erosive effects of crime, address public and government concerns about safety and security and be an advocate for the industry.

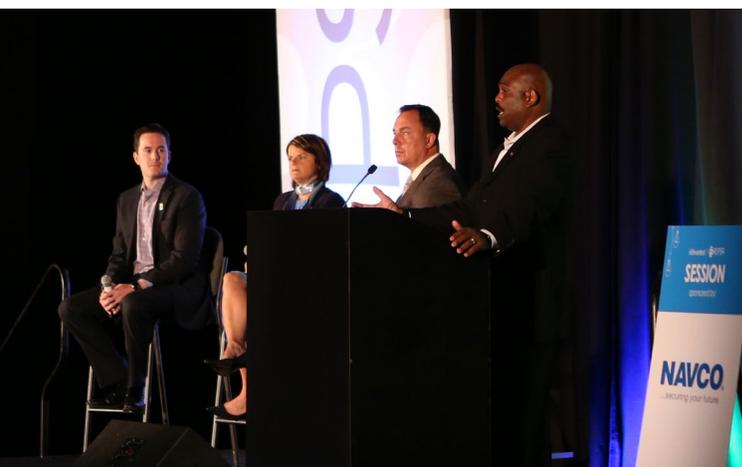


Loss prevention, security and safety experts know that it is imperative to keep updated on the latest trends, products and activities to protect their businesses, customers and employees. That's why the restaurants' loss prevention industry gathers each year at the Restaurant Loss Prevention & Security Association's annual conference. RLPSA is the only organization dedicated to the professionals of the quick-serve, quick-casual and full-dining restaurant industry.

This is where relationships are built, and where deals and purchasing decisions are made. If your products and services are aimed at the asset protection, loss prevention, security and safety professionals in the food service industry, then you need to participate in the RLPSA Annual Conference and Expo.



The RLPSA Annual Conference and Expo is a unique conference format. We're not about exchanging business cards in a brief introductory moment. Our setting allows you to build a unique relationship with all restaurant members — where service providers, vendors and practitioners jointly take part in all event activities — from the keynotes, to educational sessions, to the expo floor and all networking functions — allowing an opportunity to spend time with your customers or future customers — learning their needs and cultivating a closer business relationship. Learn the challenges they face and share your solutions.



From large, multi-national chains, to single unit restaurants and franchises — no other event exclusively targets this important segment of the multi-billion dollar food service industry. The Restaurant Loss Prevention & Security Association Conference and Expo will feature the top decision-making executives from nearly all of the 50 largest restaurants and chains in the U.S. — and more than 100 restaurant brands overall — as well as smaller chains and franchise operators.

Hyatt Regency Dallas, TX



An iconic hotel located downtown next to an iconic Dallas landmark Reunion Tower, Hyatt Regency Dallas is a gateway to the best of the city. Live, work and be yourself at our inviting, contemporary hotel near the Dallas Convention Center and within walking distance of many tourist attractions, including Dealey Plaza and Historic West End. Enjoy complimentary wifi in spacious rooms and suites with prime views overlooking downtown Dallas or the Trinity River Greenbelt. Whether you are here to work or play, Hyatt Regency is designed to meet all of your needs.



Our Numbers Say It All

Based on 2017 Exhibitor Survey Responses

- 90%** of exhibitors who are likely to exhibit in 2018
- 90%** of exhibitors ranked the Quality of expo hall attendees as better than any other event in which they participate
- 86%** of exhibitors ranked the Value of the expo hall as better than any other event in which they participate
- 79%** of exhibitors rated their overall experience as Very Good to Excellent

Who are the Buyers?

- 82%** of restaurant attendees are involved in Loss Prevention
- 75%** identify Security as one of their job functions
- 55%** say they are now involved in Safety plans and decisions as part of their job
- 33%** include Risk Management as part of their job function
- <1/3** attend NO OTHER industry event
- <1/4** attended for the first time last year

95%
of all restaurant attendees specify, recommend or make the final decision for purchasing products and services for their company

What they want to see

Savvy buyers are part of the make-up of the attendees. Here is a partial list of products they are looking to find:

- Alarm Systems
- Armored Car Services
- Auditing Services
- Camera and Video Surveillance
- Card Access
- Cash Handling Services
- Crime Risk Assessment & Map
- Employee Screening
- Exception Reporting
- Exit Security Devices
- Internal Theft Solutions
- Key Control Systems
- Locks & Safes
- Safety Equipment, Clothing & Products
- Security Doors
- Security Guard Services
- Social Media Consulting & Services



One-of-a-Kind Participation Opportunities

RLPSA wants you to be successful – and we want you to do it in a way that fits your budget. That is why we have created these exclusive participation methods so you can tailor your marketing strategy to meet your needs and goals.

Exhibitor Benefits

Beyond delivering quality leads and unmatched market exposure, exhibitor and sponsor participants in the Restaurant Loss Prevention & Security Annual Conference & Expo receive numerous other opportunities to meet, network and obtain company recognition. No other event offers more opportunities to participate in the entire conference – at no additional charge, including:

- All Educational Sessions
- All Networking Events
- All Entertainment Functions
- Daily Breakfast and Lunch
- Tuesday Night Dinner
- Pre and Post Event Registration Lists
- Listing on the RLPSA Website

Distributors Exhibit Space

RLPSA member rate: \$2,795

Non-member rate: \$2,995 per 10x10

Manufacturers Exhibit Space

RLPSA member rate: \$4,995

Non-member rate: \$5,295 per 10x10

- 2 chairs
- Wastebasket
- ID Sign
- 24-hour Security
- Listing in the Program Guide and App
- Listing on the RLPSA Website
- One registration badge for a member of the exhibiting company
- Additional Conference Registrations are \$435 each
- Exhibitors are allowed to purchase 2 additional badges for the following**:
 - One (1) Executive Registration is included in your booth fee
 - The option to **purchase** up to 2 additional registrations at \$435 each. These badges must be verifiable employees of the exhibiting company.

**Any company found to be in violation of this policy will lose exhibiting opportunity at RLPSA and all monies paid. Make sure to read paragraph 20 on the terms and conditions of your exhibitor contract.

Exhibit Space Has Sold Out Three Consecutive Years

RESERVE YOUR BOOTH TODAY!

There is no better place to meet new customer prospects, re-establish contacts with current clients, and strengthen business ties. Secure your place today — check out our exhibit and sponsor opportunities and get ahead of your competition.

Please note:

Only exhibiting and sponsoring companies will be allowed to attend the RLPSA Annual Conference. There is no "exhibit hall-only" pass. Each exhibiting company and qualifying sponsoring company will receive one free Conference Registration pass with the purchase of their booth or sponsorship. Additional registrations from those same companies are \$435 each.

Have your own ideas? Contact RLPSA and we will be happy to help you customize a sponsor package that meets your goals and budget.



Increase Your Visibility and Reach Your Target Market BECOME AN RLPSA SPONSOR!

Event sponsorships are a cost-effective way to maximize your participation, create recognition and awareness and show your support for the industry. The Restaurant Loss Prevention & Security Association Annual Conference provides plenty of opportunities for you to create exposure for your company, brand or products. All sponsorships include multiple listings in the Show Guide and App, listing on the RLPSA web site, event signage and general signage at the conference. Sponsorships include one free Conference registration per sponsored item. Please note the separate sponsor prices for both Exhibitors and Non-Exhibitors.

Available Sponsorships

GAME On Challenge Sponsorship

Tied into this year's RLPSA theme of "GAME On," we've created a 9-hole putt-putt challenge for attendees. Sponsors of this Challenge will have an extended booth (just under at 10x20) that contains the actual putt-putt hole. Sponsors will also have a signage wrap inside their booth identifying themselves as a sponsor with their unique branding included. "GAME On" challenge sponsors will also be recognized around the conference with identification on meter boards, from the general session lectern, as well as throughout the conference screens and daily wrap up videos! For only \$1,250 additional to your booth fee, become a "GAME On" sponsor and have attendees lined up at your booth! This sponsorship is limited to nine hole sponsors.

Golf Event Sponsors - Sunday, August 5

Host an awesome golf tournament combining networking & fun!
Maximum 2 sponsors
Exhibitors \$7,000; Non-Exhibitors NA

Welcome Reception - Sunday, August 5

Help kick-off a successful conference by hosting the first networking event of the 2018 meeting.
Maximum 3 sponsors
Exhibitors \$5,500; Non-Exhibitors \$8,000



SPONSORS

RLPSA Board Dinner - Sunday, August 5

Host the RLPSA Board at the annual board "Thank You" dinner
Maximum 1 sponsor
Exhibitors \$7,500; Non-Exhibitors \$15,000

RLPSA Signature Networking Event - Tuesday, August 7

Host the closing evening function featuring fun and entertainment for everyone. This event is traditionally one of the most popular events of the Conference.
Maximum 3 sponsors
Exhibitors \$6,500; Non-Exhibitors \$12,000

Keynotes - Monday, August 6 | Tuesday, August 7 | Wednesday, August 8

Our keynote speakers will excite and challenge the industry. Be the name that helped to deliver them.
Maximum 1 per speaker (3 opportunities)
Exhibitors \$2,500; Non-Exhibitors \$6,500

Exhibit Hall Lunch - Monday, August 6 | Tuesday, August 7

Every visitor moves to the exhibit hall for the lunch and the Expo. Be the name they remember first.
Maximum 2 per day
Exhibitors \$3,500; Non-Exhibitors \$6,500

Poker Night - Tuesday, August 7

Ante up and sponsor the always exciting Poker Night, featuring an evening of music, laughs and networking.
Maximum 1 sponsor
Exhibitors \$10,000; Non-Exhibitors NA

Match-the-Badge

The popular badge matching activity bringing together vendors and members is back. Get in on the fun!
Maximum 2 sponsors
Exhibitors \$2,500; Non-Exhibitors NA

Registration Area

Get great visibility throughout the event with your company logo displayed at the registration area.
Maximum 1 sponsor
Exhibitors \$4,500; Non-Exhibitors NA

Conference Bags

Every registrant will receive a bag with your logo to hold their conference materials and show guide.
Maximum 1 sponsor
Exhibitors \$1,500 + bags; Non-Exhibitors NA



SPONSORS

Breakfast - Monday, August 6 | Tuesday, August 7 | Wednesday, August 8

Be the name they see each morning and the name they will remember the rest of the day.

Maximum 2 sponsors per breakfast.

Exhibitors \$2,000; Non-Exhibitors \$5,000

Lanyards

All registrants will wear this highly visible badge holder.

Maximum 1 sponsor

Exhibitors \$2,500 + lanyards; Non-Exhibitors NA

Show Guide Advertising

Place your corporate ad in the official RLPSA Show Guide.

Exhibitors Full Page \$750 | Half-Page \$500

Non-Exhibitors NA

Golf Competition Sponsors - Sunday, August 5

Sponsor the Long Drive, Closest to the Pin and other activities within the golf outing. Maximum 5 sponsors.

Exhibitors \$1,500; Non-Exhibitors \$4,000

Networking Breaks

Give the registrants a boost by sponsoring the morning and/or afternoon networking breaks.

Maximum 1 sponsor per break (5 total).

Exhibitors \$1,500; Non-Exhibitors \$3,000

Keynote and General Sessions - Monday, August 6 | Tuesday, August 7 | Wednesday, August 8

Great corporate visibility, and you select a company representative to make introductions for keynote speakers.

Maximum 1 per speaker

Exhibitors \$2,000; Non-Exhibitors \$5,000

Signature Networking Event Shuttle Bus

Let them see your name all ride long. Shuttle buses will take attendees to and from the Tuesday Night function.

Maximum 2 sponsors

Exhibitors \$2,500; Non-Exhibitors \$5,000

Breakout Sessions - Monday, August 6 | Tuesday, August 7

Target your sponsorship to a specific audience based on the breakout subjects.

Maximum 1 per session

Exhibitors \$1,000; Non-Exhibitors NA

Bag Inserts

Place your company flyer or product information in the Attendee Conference Bag.

Exhibitors \$750 per insert.



RLPSAd LIBS

Taking a page from the "world's greatest word game," Mad Libs, RLPSAd LIBS provides attendees and solution providers a light and entertaining way to interact while learning about each other's challenges and solutions and WIN some awesome prizes.

Limited to six solution providers \$750

Don't Wait - Sign Up Now!

Visit our website at www.rlpaaannualconference.com to download an exhibit space contract and view the floor plan.

Email Amber Bradley, Executive Director, at amber.bradley@rlpsa.com.

We'll be happy to assist you with any of your participation needs.

