



*inStore.*TM

**INSPIRING
CONVERSATIONS
SPONSORSHIP PACKAGE**

INSPIRE RETAILERS, ADVANCE THE INDUSTRY

As the voice for over 12,000+ independent lifestyle boutiques across Canada, InStore Magazine has been informing and advocating for small business owners since 2014 through our quarterly publication, bi-weekly newsletter and active social media accounts.

InStore Magazine is the most trusted educational resource in Canada with the largest reach, and our team is passionately dedicated to helping store owners. In 2024 InStore cemented its commitment with the introduction of Inspiring Conversations, an event series launching this August during the Toronto shows.

Inspiring Conversations will offer serious store owners the opportunity to engage and connect with fellow business owners during an evening designed exclusively for them. With the assistance of industry experts, store owners will be engaged in roundtable discussions with their peers with the goal of building a support network they can rely on year-round.

**48% of brands realize an ROI of
between 300% to 500% with event
marketing
- Gitnux**



Why this event? Why now?

Retailers have asked InStore Magazine to host an event where they can engage with other store owners while they're in town for the Toronto trade shows twice a year. With your help, InStore can offset the costs for stores to attend this event. The evening will be a welcome respite, where they can kick back, relax and talk openly about their struggles and successes while forging connections that will last a lifetime.

[Associate your company with Inspiring Conversations and be seen as a market leader who supports the needs of store owners.](#)

BENEFITS OF SPONSORING

Reap the benefits of sponsoring the industry's first retailer-only networking evening hosted by InStore Magazine



1 Enhance Brand Visibility

Increase your company's visibility in front of an engaged audience during the event, and pre and post event through various mediums deployed to market the event.

3 Introduce Your Brand

Introduce a new brand or introduce your brand to a new audience in a positive light by aligning yourself with an educational event for store owners.

5 Gain Valuable Market Exposure

Reach high-performing boutique retailers from across Canada. By sponsoring Inspiring Conversations you're signaling your commitment to be being a partner for market leaders.

7 Generate Qualified Leads

Gain widespread exposure in front of the industry's largest audience of store owners - 12000+ retailers from coast to coast through InStore Magazine, 6000+ through InStore This Week, 3000+ social media followers and broadcasts to CanGift's retailer database.

2 Position Yourself as a Leader

Elevate your standing in the industry by sponsoring an educational event designed for your customers. Retailers coming to market want the chance to learn and network with each other.

4 Give Back to your Customers

Sponsoring an event for your target customer group is one of the most effective ways to give back to the industry.

6 Align your Brand with the Best

Associate your brand with excellence in the industry by partnering with the industry's leading educational resource in presenting a live event for store owners.

8 Promote Industry Advancement

Play a role in shaping the future of the industry. The August event will be the first of many Inspiring Conversations evenings for store owners. Get in on the ground floor and show your commitment to advancing our industry.

What are you waiting for? Reach out today to secure your sponsorship.

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SPONSORSHIPS

Why should you partner with InStore on producing Inspiring Conversations? To make the event affordable for store owners, ticket prices are low and cover base room and equipment costs only. All sponsorship dollars will cover food and beverage costs.



SILVER
\$1000

- Logo on welcome sign and table signage
- Logo and link on six eblasts sent to 25000+ retailers
- Logo in two full-page ads in InStore Magazine
- One item in swag bag
- Stage recognition



GOLD
\$1500

- Logo on event welcome sign and table signage
- Logo and link in six eblasts sent to 25000+ retailers
- Logo in two full-page ads in InStore Magazine
- One dedicated social media mention to 3000+
- One item in swag bag
- Stage recognition



PLATINUM
\$2000

- Logo on event welcome sign and table signage
- Logo and link in six eblasts sent to 25000+ retailers
- Logo in two full-page ads in InStore Magazine
- Two dedicated social media mentions to 3000+
- Two items in swag bag
- Stage recognition

Eblasts will be sent three times to the 6000 retailers in InStore's database and three times to the retailers in CanGift's database. The two full page ads in InStore Magazine will be seen by a print audience of 12,000+ retailers and a digital audience of 6000+.

JOIN US!

The first **Inspiring Conversations** evening will be held this August

EVENT HIGHLIGHTS:

- August 13, 2024
- 6:30 p.m. - 10:00 p.m.
- Delta Toronto Airport
- 120 attendees
- Retailers only
- Refreshments
- Cash bar
- Swag bags
- Directed roundtable discussions with industry experts at each table
- Attendees pay \$60 per ticket to cover the base room rental and equipment costs

CONTACT US TODAY TO RESERVE YOUR SPONSORSHIP

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