

rpa[®]

Retail Packaging Association

2027

Exhibit & Sponsorship Information

Caesars Palace

February 24-25

Las Vegas, NV





Connect, Innovate, & Grow

Your direct pipeline to key decision-makers
in the retail packaging industry.

Gain exclusive access to a targeted audience and a variety of opportunities to grow your business. This is more than just a showcase...

- **Access a Targeted Audience:** Connect directly with over 100 high-quality attendees, including manufacturers, suppliers, and distributors from across the country.
- **Showcase Your Innovations:** Highlight your latest products and services to an audience actively seeking new packaging solutions.
- **Build Valuable Connections:** Network with industry leaders and experts during exclusive social events and discussions.
- **Compete for Top Honors:** Only exhibitors are eligible to be considered for two prestigious awards - the Supplier of the Year award and the New Product Competition.

To be included in any printed materials, contracts must be received by **February 2, 2027**.
Questions? Contact Roxy West, RPA Executive Director, at info@retailpackaging.org

Event Venue

Known for its world-class meeting facilities, Caesars Palace offers an elegant, professional environment set apart from the casino action, ensuring a focused and productive experience for all attendees.



Returning to the Strip

Join us at the iconic Caesars Palace for an unparalleled industry experience. Our dedicated event space is designed for focus, productivity, and connection, keeping our conference and showcase unified in one accessible location.

All exhibits will be 6' tabletop exhibits. Signage must be free-standing.



Hotel Accommodations

RPA has secured Colosseum Deluxe rooms at a preferred rate of \$174/night plus tax (all-inclusive of mandatory resort fees).

Please book at

<https://book.passkey.com/go/SCRPA7>

by February 2, 2027, to guarantee your room and this exclusive rate.

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2027 Strategic Partnerships

BUNDLE YOUR EXHIBIT SPACE AND SPONSORSHIPS TO INCREASE YOUR REACH AND MAXIMIZE YOUR MARKETING IMPACT!

Industry Leader Package - \$6,500 (Exclusive)

Establish your brand as the authority in the retail packaging space.

- Prime Visibility: Co-sponsor of the Luncheon and Awards program.
- Direct Engagement: Up to six (6) all-access attendee registrations to maximize your team's networking ROI.
- Featured Spotlight: A dedicated 2-minute commercial showcase during the Breakfast and Awards program.
- Executive Recognition: Prominent conference signage, podium acknowledgments, and a dedicated social media campaign spotlighting your company's innovations.
- Targeted Outreach: Guaranteed inclusion of your marketing collateral in every attendee's registration packet.

Spotlight Package – \$5,500 (Two Available)

Elevate your brand presence at our most anticipated networking event.

- Event Hosting: Co-sponsor of the Opening Cocktail Party Reception.
- Networking Access: Up to three (3) all-access attendee registrations.
- Brand Awareness: On-site conference signage, podium recognition, and social media spotlighting.
- Strategic Placement: Guaranteed inclusion of your marketing collateral in every attendee's registration packet.

Connector Package – \$4,500 (Three Available)

Your direct pipeline to key decision-makers.

- Essential Access: Up to three (3) all-access attendee registrations.
- Brand Presence: On-site conference signage, podium recognition, and social media recognition.
- Strategic Placement: Guaranteed inclusion of your marketing collateral in every attendee's registration packet.

Note: Exhibit space and 2027 RPA Annual Dues are included in ALL Strategic Partnership Packages.

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Questions? Contact Roxy West, RPA Executive Director, at info@retailpackaging.org

Additional opportunities

Member Showcase Package – \$1,700

Your foundation for growth and industry connection.

- Full Association Benefits: Includes your 2027 RPA Annual Dues.
- Dedicated Exhibit Space: Includes one 6' skirted table and two chairs.
- Team Access: Two attendee registrations to participate in all networking events and sessions (additional registrations are just \$100/person).
- Industry Visibility: Year-round website recognition and dedicated social media spotlighting as an official RPA exhibitor.

Targeted Brand Amplifiers

Exhibit space is NOT included with these sponsorship opportunities.

Host the Experience (High Visibility)

- Opening Cocktail Party Co-Sponsor – \$1,500
- Breakfast and Awards Co-Sponsor – \$1,500
- Luncheon Co-Sponsor – \$1,500
- Happy Hour with Exhibitors Co-Sponsor – \$1,000

Maximize Brand Recall (Daily Use)

- Showcase Bag – \$2,000 (Exclusive)
- Name Badge Lanyards – \$1,000 (Exclusive)
- Branded Pens – \$600 (Exclusive)

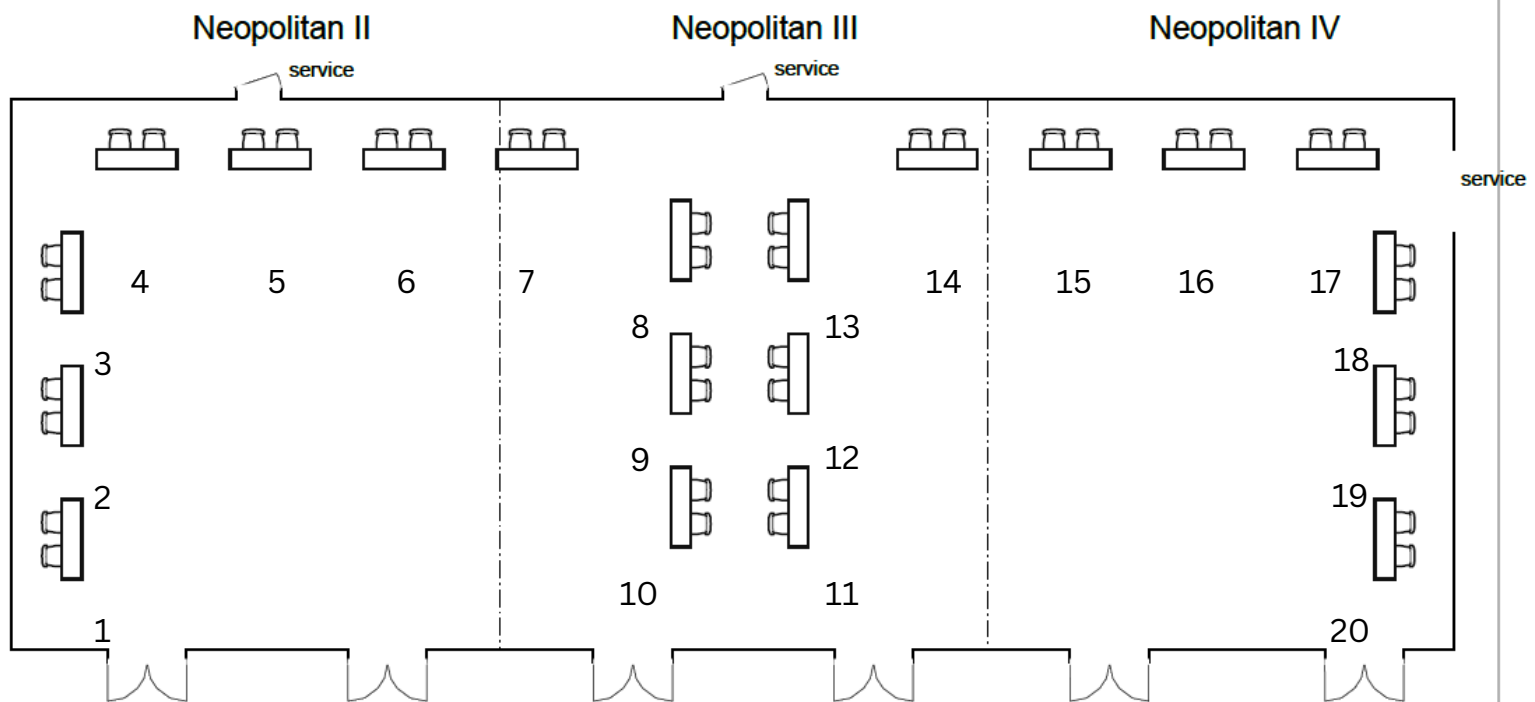
Digital & Venue Presence

- Wi-Fi in Exhibit Hall – \$2,500 (Exclusive)
- Bar Sponsorship – \$500

Brand Integration & In-Kind Support

Interested in a bespoke sponsorship? We welcome in-kind product donations that add value for our attendees. Contact us to discuss how we can integrate your brand into the Showcase experience.

Floor Plan Draft



Seating for meals and breaks
will be in Neopolitan I
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Main Entrance

Ready to Sign Up?

Visit www.retailpackaging.org/conference to complete your exhibit and sponsorship application today!

Rules & Regulations

1. **Show Sponsorship and Management:** This meeting is produced by and is the property of the Retail Packaging Association (RPA). RPA will provide all show management functions and establish all show policies. Each prospective exhibitor is required to sign the Application and Contract for space. By doing so, he subscribes to the Rules and Regulations, which are a part of the Application and Contract.
2. **Space Allowance and Selection Procedure:** Space will be assigned on a first come basis, based on when the payment or purchase order is received. If all choices requested by the exhibitor have already been assigned, RPA will allocate space from that which is available and the exhibitor agrees to accept such assignment. RPA reserves the right to grant priority to sponsors and previous exhibitors.
3. **Cancellation or Withdrawal:** An exhibitor may cancel or withdraw from the show(s) subject to the following conditions: (a) the exhibitor shall give RPA notice in writing of his intention to cancel or withdraw from the show. (b) Refund schedule: cancellation received 3 months prior to show - fee refunded in full. Cancellation received between 3 months and 30 days - 50% of fee is refunded. Cancellation received 29 days or less prior to show - fee is not refunded. In the event of cancellation, RPA shall have the right to use said space for its own convenience including selling the space to another exhibitor, without any rebate or allowance to the canceled exhibitor. RPA assumes no responsibility for having included the name of the canceled exhibitor or description of his products in programs, news releases, or other materials.
4. **Default of Occupancy:** Any exhibitor failing to occupy by 9:00 a.m., the day of the show(s), space contracted for but not canceled is obligated to pay the full cost of such space. In that event, RPA shall have the right to use said space for its own convenience, including selling the space to another exhibitor, without any rebate or allowance to the defaulting exhibitor. RPA assumes no responsibility for having included the name of the defaulting exhibitor or descriptions of his products in the show program, brochures, news releases, or other material.
5. **Building Occupancy:** In case the premises of the Hotel shall be destroyed or damaged, or if the show does not take place as scheduled or is interrupted and/or discontinued or access to the premises is prevented or interfered with by reasons of strike, lockout, injunction, act of war, act of God, emergency declared by any governmental agency or by RPA, or for any other reason, this contract may be terminated by RPA. In the event of such termination, the exhibitor waives any and all damages and claims for damages and agrees that the sole liability of RPA shall be to return to each exhibitor his space payment less his pro rata share of all costs and expenses incurred and committed by RPA.
6. **Service Organizations:** In no instance shall RPA be responsible for the conduct of any contractors, sub-contractors or their employees acquired by an exhibitor. RPA assumes no responsibility for failure to perform by contractors.
7. **Tabletop Exhibit Arrangement:** All exhibitors shall arrange their displays so they utilize only the tabletop exhibit area contracted for and in such manner as to recognize the right of other exhibitors and show visitors and to conform to the overall pattern developed by RPA. **Appearance:** An exhibitor is responsible for maintaining an appropriate display. Exhibitors must arrange to remove excessive amounts of trash or waste materials during show hours. **Fire Regulations:** All materials shall be fire-resistant. **Storage:** Exhibitors shall provide storage within their display space or with the drayage company. RPA will not be responsible for storage of Exhibitor materials or equipment.
8. **Music Licensing:** RPA will not be responsible for acquiring music licensing agreements on behalf of exhibitors. If any part of the exhibit or display includes the use of live or recorded music, a licensing fee is required. For additional information, please call the following toll-free numbers: American Society of Authors and Composers at 1.800.627.9805 or Broadcast Music Inc. at 1.800.669.4264.
9. **Delivery and Removal:** Under no circumstances will the delivery or removal of any portion of an exhibit be permitted during the show without permission first being secured in writing from RPA.
10. **Material Handling:** RPA will designate an official exhibit service contractor for the annual RPA CONFERENCE & SHOWCASE event at the Showcase Hotel. The official service contractor is the exclusive provider of material handling, tabletop exhibit furnishings, and other services. An Exhibitor packet with specific details will be provided to each contracted exhibitor.
11. **Safety, Fire, and Health:** The exhibitor must comply with safety, fire, and health ordinances regarding installation and operation of equipment. All displays, exhibit materials, and equipment must be reasonably located and protected by safety guards and fireproofing to prevent fire hazards and accidents.
12. **Care of Building:** No exhibitor may allow an article to be brought into nor permit any act to be done in the Hotel which will increase the premiums or void policies of insurance held by RPA. No exhibitor may permit any act by its employees by which the premises shall in any manner be marred or defaced. Exhibitor must surrender the space occupied by him in the same condition as at the commencement of occupancy. Any damages done to the premises by the exhibitor shall be made good to RPA or the Hotel as their interest may appear.
13. **Security:** RPA and the exhibit facilities will take precautions to safeguard exhibitor's property by means of regular perimeter service. However, RPA will not be liable for damage or loss to exhibitor's property through theft, fire, accident, or any other cause. Exhibitors should insure their own exhibit and display materials. RPA will not assume liability for any injury that may occur to show visitors, exhibitors, or other agents or employees of exhibitors.
14. **Exhibitor Badges:** Exhibitor Personnel must register.
15. **Liability:** In the event that RPA shall be held liable for any situation which might result from a particular exhibitor's action or failure to act in any manner whatsoever, such exhibitor shall reimburse RPA and hold RPA harmless from liability resulting therefrom.
16. **Indemnification:** Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury to persons or damage to exhibitor's displays, equipment, or other property brought upon the premises of the Hotel and agrees to indemnify, defend and hold harmless RPA, the Hotel, and its owners, servants, agents and employees against all claims or expenses for such losses, including reasonable attorney's fees, arising out of the use of the Hotel premises excluding any liability caused by the negligence of RPA or the Hotel or its owners, servants, agents and employees.
17. **Insurance:** The Exhibitor understands that neither RPA nor the Hotel maintains insurance covering the Exhibitor's property or lost revenue, and it is the sole responsibility of the Exhibitor to obtain such insurance.
18. **General:** All matters and questions not covered by the Contract, Rules, and Regulations are subject to the decisions of the RPA Exhibit Manager. The Contract, Rules and Regulations may be amended at any time by the RPA, and all amendments or additions that may be so made shall be equally binding on all parties affected as the original Contract, Rules and Regulations.
19. **Hospitality Suites and Meetings:** Exhibitors' Hospitality Suites and Meetings shall not conflict with any scheduled Conference event. Exhibitor Hospitality Suites must be approved in advance by RPA. RPA must provide its approval to the hotel for Hospitality Suites to be released; this approval will not be granted for companies that are not approved RPA exhibitors.
20. **Right of Refusal:** RPA has the right to refuse exhibit space to any applicant for any reason whatsoever.