

# THE POWER OF PACKAGING



Register Now



RPA CONFERENCE & SHOWCASE 2020  
FEBRUARY 26-28, 2020 | AUSTIN, TEXAS  
RENAISSANCE AUSTIN HOTEL

[RetailPackaging.org](http://RetailPackaging.org)

# PROGRAM SCHEDULE

## *This Year's Annual Conference and Showcase is sure to be RPA's Best One Yet!*

With an increased emphasis on networking, the 2020 program offers every attendee the opportunity for valuable business interactions and increased sales. Want to see the latest products on the market? The Showcase is the place to be. Looking to meet new distributors? RPA's Speed Networking session will provide that opportunity. No matter what your goal, RPA's 31st Annual Conference & Showcase will provide all you are looking for and more.

### **TUESDAY, FEBRUARY 25**

Early Arrivals

### **WEDNESDAY, FEBRUARY 26**

8:00 am – 6:00 pm	RPA Registration Desk Open	Plaza Booths AB
8:00 am – 4:00 pm	Exhibitor Move-In	Rio Exhibit Hall A
9:00 am – 4:00 pm	Company Meetings	Bosque, Concho, Frio, Guadalupe
4:00 pm – 5:00 pm	New Product Presentations	Rio Exhibit Hall B
5:00 pm – 6:00 pm	Speed Networking with Cocktails!	Rio Exhibit Hall B
6:00 pm – 8:00 pm	Opening Cocktail Reception	Trinity Patio
Evening	Enjoy Location/Client Dinners	

### **THURSDAY, FEBRUARY 27**

8:00 am – 5:00 pm	RPA Registration Desk Open	Plaza Booths AB
9:00 am – 12:00 pm	Showcase Exhibit Hall Open	Rio Exhibit Hall A
12:00 pm – 1:30 pm	Luncheon, Awards & RPA Update	Rio Exhibit Hall B
1:30 pm – 5:00 pm	Showcase Exhibit Hall Open	Rio Exhibit Hall A
Evening	Enjoy Location/Client Dinners	

### **FRIDAY, FEBRUARY 28**

8:00 am – 9:00 am	RPA Board Meeting	Bosque
9:00 am – 2:00 pm	RPA Registration Desk Open	Plaza Booths AB
9:00 am – 4:00 pm	Company Meetings	Concho, Frio
9:30 am – 2:00 pm	Showcase Exhibit Hall Open (light fare provided)	Rio Exhibit Hall A
2:00 pm – 5:00 pm	Showcase Exhibits Dismantle	Rio Exhibit Hall A





## NETWORKING EVENTS

### *Throughout The Entire Show!*

Networking is the name of the game for the Annual Conference & Showcase. With more opportunities than ever before to connect with industry colleagues and potential customers, make sure you register and plan ahead for the many opportunities to get business deals done. Virtually every element of this year's show is built with a networking opportunity at the forefront. From roundtable discussions (with cocktails!), to the Showcase to our networking reception, bring ample business cards and make those valuable connections at RPA.

### New Product Presentations

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**Wednesday, February 26 | 4:00 pm – 5:00 pm**

Join your fellow industry colleagues for RPA's New Product Presentations, where you will see firsthand the latest and greatest designs and styles available today in the world of retail packaging. Preview what's being launched at this year's Showcase and make sure to complete your ballot and vote for your favorite when this session is over!

### RPA Awards

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**Thursday, February 27 | 12:00 pm – 1:30 pm**

Always a crowd favorite, you won't want to miss this year's RPA Awards Luncheon. Enjoy networking time with friends and colleagues as you celebrate the retail packaging industry's shining stars. Find out who wins Distributor of the Year, Manufacturer of the Year, Best New Product, and everyone's favorite, this year's Lifetime Achievement Award.

### What is the Value of Your RPA Membership?

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**Thursday, February 27 | 12:00 pm – 1:30 pm**

Everyone knows that an RPA membership offers you access to the Annual Conference & Showcase. But what other value does RPA provide? Hear from RPA's leadership on what additional benefits and services are available to better your business, simply by being a member of the association.



## WHY EXHIBIT AT THE SHOWCASE?

This is your best opportunity to connect, expand, and grow your business with seasoned and potential customers in today's retail packaging industry. Maximize your visibility with key decision makers who have the purchasing power to make deals on the spot.

### *Exhibiting at the Showcase Means:*

- Broadening the reach of your product and services to more retail packaging professionals
- Introducing new products and services to key decision makers
- Engaging with current and prospective clients all in one location
- Generating new leads and establishing long-term buying relationships

## EXHIBIT SCHEDULE

*...connect, expand, and grow...*

### WEDNESDAY, FEBRUARY 26

8:00 am – 4:00 pm      Exhibitor Move-In

### THURSDAY, FEBRUARY 27

9:00 am – 12:00 pm      Showcase Exhibit Hall Open

1:30 pm – 5:00 pm      Showcase Exhibit Hall Open

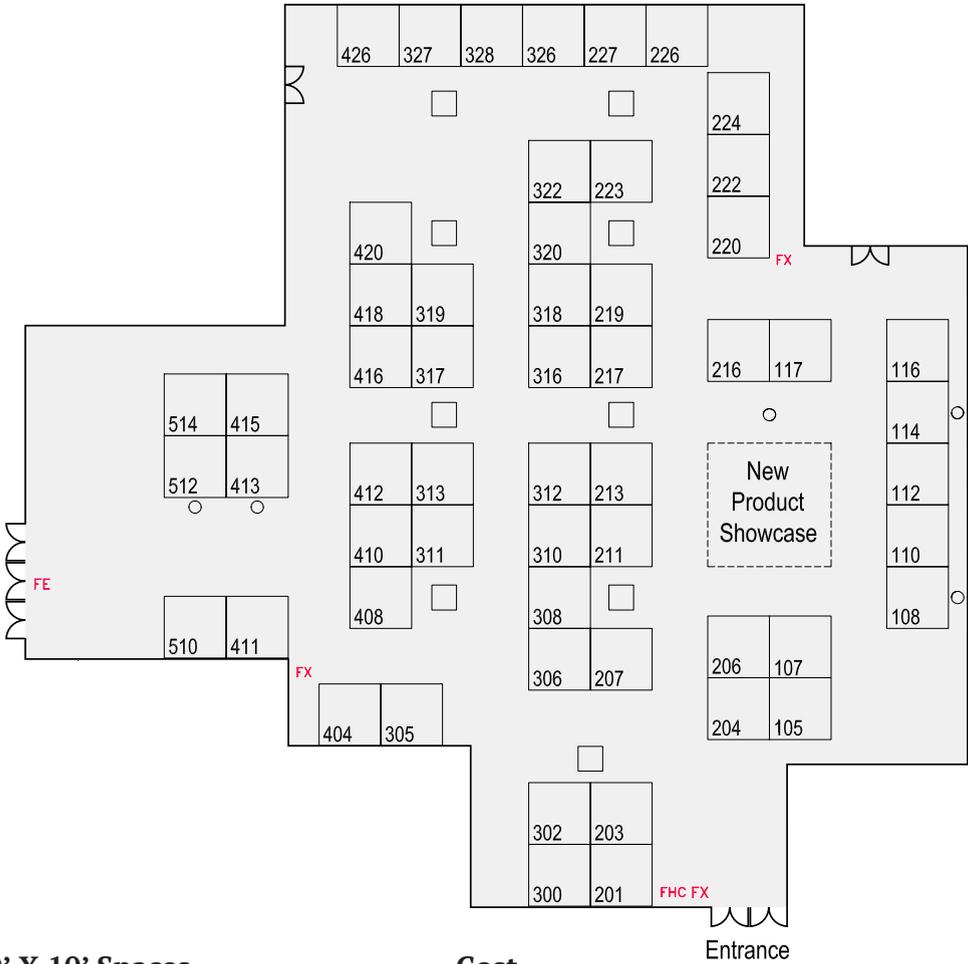
### FRIDAY, FEBRUARY 28

9:30 am – 2:00 pm      Showcase Exhibit Hall Open (light fare provided)

2:00 pm – 5:00 pm      Showcase Exhibits Dismantle



# RESERVE YOUR 10'x10' BOOTH TODAY!



## 10' X 10' Spaces

## Cost

10' X 10' Spaces	Cost
1	\$2,200
2	\$3,600
3	\$5,000
4	\$6,400

Don't miss your opportunity to show your latest and greatest designs and styles! Each booth purchase includes up to 3 attendee registrations (2 booth spaces includes 6 attendees, etc.), 6' draped table, waste basket, two chairs, and ID sign.

### Cancellations

In order to obtain a refund for booth registration fees, written notice of cancellation must be received at the RPA office by the dates noted below.

- By November 6, 2019 – Full Refund
- November 7 – December 30, 2019 – Partial Refund (50% of booth fees)
- After December 30, 2019 – No Refunds

To register and reserve your booth, visit [retailpackaging.org](http://retailpackaging.org). Contact Cathy Vick at [cvick@retailpackaging.org](mailto:cvick@retailpackaging.org) with any questions.

### Booth Disclaimers

1. Exhibit booths are only available to current RPA members. Annual dues must be paid at time of registration.
2. We reserve the right to assign, at our discretion, the best alternative space if your booth choices are not available at the time your contract and payment are received.
3. Any exhibiting company that tears down its exhibit booth before 2:00 pm on Friday, February 28, 2020 will forfeit its privilege for priority booth reservations for the 2021 show.



## SPONSORSHIP

### *Increase Your Company's Exposure With a Sponsorship*

Sponsorships place your company at the forefront of your buyer's mind and allow you to engage with your audience and achieve your goals before, during, and after the Annual Conference. Don't miss your opportunity to increase your company's exposure and visibility through a variety of promotional opportunities. Check out the various sponsorship categories still available to you and your company.

*Ready to exhibit, sponsor, or have questions?*

Contact Cathy Vick at [cvick@retailpackaging.org](mailto:cvick@retailpackaging.org) for more information.

### *Company Meeting Rooms Available*

Interested in hosting your company sales meeting during RPA's Annual Conference & Showcase? Want a place to meet with customers to host follow-up conversations? Rooms are available for companies interested in accomplishing multiple goals during this event, free of charge. Email Stacie Binnix at [sbinnix@retailpackaging.org](mailto:sbinnix@retailpackaging.org) for more information.

## TESTIMONIALS

*“As a supplier, I am always impressed by the RPA attendees. These are progressive companies with purpose who wish to grow their businesses, embrace new trends, and deliver consistent quality to their customers.”*

*—2019 RPA Annual Conference & Showcase Attendee*

*“We had an awesome trade show this year. Quality conversations leading to an anticipated increase in sales above 20% for 2019.”*

*—2019 RPA Annual Conference & Showcase Attendee*



# HOTEL INFORMATION

## Renaissance Austin Hotel

9721 Arboretum Boulevard | Austin, Texas 78759

**RPA Member Room Rate: \$175.00 (before fees and taxes)**

*Note: RPA reserves the right to cancel your hotel reservation if you are not registered for RPA's 2020 Annual Conference & Showcase (no exceptions).*

### **NEW! RPA Reservation Policy**

RPA will make all hotel reservations on behalf of attendees, directly with the Renaissance Austin. This change was made to ensure all RPA members receive the discounted rate within the RPA room block at the Renaissance Austin. You will be able to submit your reservation request through the RPA Conference webpage, similar to the way you would make a hotel reservation online. Guests will then present their form of payment upon check-in at the hotel. RPA members will be able to extend their stay three days pre and three days post the start of the event at the discounted RPA rate if they so choose; simply indicate the dates for the full duration of your stay.

Room reservation requests must be submitted via the RPA Conference webpage on or before **Thursday, January 30, 2020**. Please note that you will not receive the special RPA rate if you book online or by contacting the hotel directly.

Please visit [retailpackaging.org/conference\\_hotel](http://retailpackaging.org/conference_hotel) to submit your reservation information.

## RPA Conference & Showcase Registration Fees

Attendee registration forms must be received by Friday, January 10, 2020 to receive the \$175 early registration rate. Registrations received from January 11 - January 31, 2020 are \$225 and all attendee registrations received after January 31, 2020 will be \$250.

	<b>Cost</b>
<b>Early Bird Registration</b> (If paid by January 10, 2020)	\$175
<b>Regular Registration</b> (If paid between January 11 - January 31, 2020)	\$225
<b>Late Registration/Onsite</b> (If paid after January 31, 2020)	\$250

**Register Online:** [retailpackaging.org](http://retailpackaging.org)

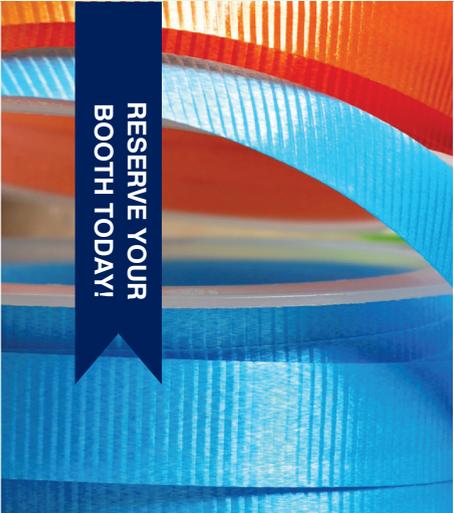
**Questions:** Contact Stacie Binnix at [sbinnix@retailpackaging.org](mailto:sbinnix@retailpackaging.org)

### **Cancellations**

In order to obtain a refund for attendee registration fees, written notice of cancellation must be received at the RPA office by the dates noted below.

- By January 1, 2020 – for a Full Refund
- January 2 – January 24, 2020 – for a Partial Refund (50% of fees)
- After January 24, 2020 – No Refunds, with the exception of a medical emergency to be received in writing at the RPA office.

# THE POWER OF PACKAGING



RESERVE YOUR  
BOOTH TODAY!



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FEBRUARY 26-28, 2020 | AUSTIN, TEXAS  
RENAISSANCE AUSTIN HOTEL

## KEY 2020 Registration Deadlines

**Early Bird:** January 10, 2020 | **Regular:** January 11 – January 31, 2020

Act now, exhibit space is selling quickly! Go to [retailpackaging.org](http://retailpackaging.org) today to register.



105 Eastern Ave, Suite 104  
Annapolis, MD 21403  
[www.retailpackaging.org](http://www.retailpackaging.org)