



# STARTUP NETWORK BENEFITS GUIDE

The Startup Network, an initiative of RILA's Retail Innovation Center (RIC), was created to generate a stronger connection between the startup ecosystem and retail senior executives. RTech Startup Network members will be eligible for the below RILA startup benefits and pricing as long as they qualify under RILA's startup definition.

## ELIGIBILITY

- Total revenue has not yet reached \$50M
- Total funding under \$30M
- Company was founded within the last seven years

If you are interested in becoming a member please contact [ireti.adesanya@rila.org](mailto:ireti.adesanya@rila.org).

## STARTUP NETWORK ENGAGEMENT RATES

RIC On-Demand Pitch Video & Logo Display	<b>FREE</b> <ul style="list-style-type: none"><li>• 5-minute recorded pitch video to be hosted on the RIC website.</li><li>• Hi-res logo &amp; 150-character description</li></ul>
RIC Pitch Showcase or Panel* *By Invitation Only	<b>\$2,500</b> <ul style="list-style-type: none"><li>• Webinar format</li></ul>
RILA Community Pitch Engagement (non-leaders council) * *By Invitation Only	<b>\$2500</b> <ul style="list-style-type: none"><li>• Participation scope at committee lead discretion</li><li>• 10-minute presentation, inclusive of Q&amp;A, on a live zoom or in-person meeting</li></ul>
RILA Leaders Council Pitch Engagement* *By Invitation Only	<b>\$5000</b> <ul style="list-style-type: none"><li>• Participation scope at committee lead discretion</li><li>• 10-minute presentation, inclusive of Q&amp;A, on a live zoom or in-person meeting</li></ul>

## BENEFITS

Accepted RTech Startup Network members will qualify for the following benefits:

- Discounted event rates
- Listed in the RTech Startup Network Directory
- Logo & Digital Pitch showcased on RIC website
- Participation in activities hosted by RILA's retail executive committees
- Branded badge to display on startup websites



**RIC Digital Sponsorships** (i.e. sponsored on-demand content/webinar)

15% Discount off Listed Prices

**Conference Committee Meeting Activity** (i.e. speed dating, shark tank, etc.)

- If not exhibiting/sponsoring: Subject to pricing above. Participants may not stay for entire conference.
- If exhibiting/sponsoring: No additional charge, number of participants subject to exhibiting/sponsoring agreement

**Exhibit in LINK and Asset Protection Conference Expo Experience**

Follow's specified Startup Network rates as listed in Conference Materials. Subject to change yearly.

**Conference Expo Experience Activity** (i.e. speed dating, pitch stage, etc.)

No additional charge, since startup must already be exhibiting to participate

See Exhibitor Rates Above  
(No additional charge)

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