

# Ready to be part of something big in retail?

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**JOIN US. REAL CHANGE HAPPENS  
WHEN WE WORK TOGETHER.**

## **INDUSTRY PARTNER MEMBERSHIP GUIDE**

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# The National Retail Federation helps retail and the industry go further.

## WHY JOIN?

NRF membership means that you and your company are part of a 16,000+ member company community, reaching **thousands of leading retailers and industry professionals**. Membership is company-wide and open to each employee.

As the world's largest retail trade association, we have more than 100 years of experience championing the people and policies that fuel success for the retail industry.

**Simply put, we are stronger together.**

# NRF's impact during COVID-19.

**NRF has elevated its role as the voice of retail during the COVID-19 pandemic to empower the industry that powers the economy.**



## Research

NRF released **52 benchmarking surveys** covering COVID-19 supply chain impacts, workplace policy updates, store operations, consumer sentiment toward masks and more.

## COVID-19 Emails

NRF deployed over **3 million COVID-19 related emails** to help keep the industry safe and informed.



## NRF Operation Open Doors

NRF Operation Open Doors working groups convened 734 discussions with 150+ retail member companies represented by 344 industry professionals.



## NRF Foundation RISE Up Trainings

The NRF Foundation's RISE Up credentialing program supported over 17,000 free trainings to help future and current retail employees prepare for and secure jobs, including 1,800 COVID-19 trainings to front-line, customer-facing and distribution workforces.

## Retail Jobs

Since the pandemic began, the NRF Foundation has shared 1.2 million jobs and the Job Board has been viewed 150,000 times.



## NRF Advocacy

NRF delivered **42,452 personal messages from 19,644 retail advocates** to Congress and the White House in support of targeted and timely pandemic relief, expanding NRF's virtual reach to every single member of Congress.

## NRF Events

NRF hosted 200+ calls, webinars and virtual roundtables featuring industry leaders, policymakers and health care experts about the pandemic's impact on retail and the economy.

## NRF Committees and Councils

NRF recruited 900+ industry professionals for NRF committees and councils, spanning 300 retail companies.



*\*Impact and metrics earned February - December 2020.*

# Promote your brand to thousands of leading retailers year-round.

## NRF CYBERSECURITY PROGRAM

With several sponsorship tiers available, NRF Cybersecurity Program sponsors collaborate with NRF year-round to help develop research, events and products for retail cybersecurity professionals. NRF has restricted the number of sponsors for each tier to ensure premium benefits and that participation is limited to a select group.

## NRF ON DEMAND

NRF's year-round video platform highlights the best topics in retail and top-rated content from industry-leading events and unique programs.

Available to all NRF members regardless of title or job function, NRF On Demand platform provides year-round content and education to thousands of retail industry professionals.

## RETAIL ADVOCATES TOWN HALLS

NRF's Retail Advocates Town Hall program convenes retailers for exclusive conversations with key policymakers on retail's future in public policy.

Each virtual town hall is curated for a target audience, which allows sponsors to connect with key audiences through multiple marketing materials.

## LUNCH AND LEARN SUPPLY CHAIN WEBINARS

NRF's lunch and learn series focuses on providing strategies to executives and professionals in the retail supply chain industry.

This new sponsorship opportunity offers branding across multiple marketing products that reach thousands of NRF members and retail industry professionals.



# Exclusive member benefits, programs and tools.

**Membership has its perks. There is something for everyone in your company, regardless of title or expertise.**

### **NRF On Demand**

Our video platform provides an all-access pass to all employees at member companies. Members can watch top-rated content from industry-leading events and unique programs at any time and on any device.

### **NRF Insider**

NRF's member newsletter deploys monthly to thousands of member companies and leading retail organizations. NRF Insider sponsorship opportunities includes a sponsored ad that will get your brand noticed by thousands of dedicated members.

### **NRF Operation Open Doors**

Operation Open Doors provides guidance and tools that NRF members can use as they operate stores safely during the COVID-19 international health crisis. Areas for guidance include logistics, social distancing and safety issues, and how to bring employees back to the workforce.

### **White Paper Library**

Members are invited to submit research and white papers for consideration.

NRF has a council just for industry partners, the Associate Member Council (AMC). The council provides networking opportunities, best practice benchmarking and collaboration on NRF's engagement with all industry partner members.

COMPANY/PARENT COMPANY \_\_\_\_\_

ADDRESS 1 \_\_\_\_\_

ADDRESS 2 \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

COUNTRY \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

EMAIL \_\_\_\_\_

WEBSITE \_\_\_\_\_

ANNUAL SALES VOLUME \_\_\_\_\_

CONTACT NAME \_\_\_\_\_

JOB TITLE \_\_\_\_\_

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

I would like to receive communication from National Retail Federation (“NRF”) about National Retail Federation and its membership activities, benefits, events and other marketing updates in the following manner selected below:

By email  By phone  By postal mail

NRF may also share my contact information with trusted partners so they can contact me about products or services that may interest me.

I can stop receiving this information by emailing NRF at [GDPR@nrf.com](mailto:GDPR@nrf.com) or unsubscribing via links in emails.

## INDUSTRY PARTNER MEMBERSHIP DUES

Companies who provide goods and services to other businesses, such as equipment manufacturers, software developers, consultants, wholesalers, financial institutions and internet service providers.

**Under NRF’s bylaws, each member must pay dues based on total sales volume as reported in the most recent fiscal year.**

Dues Class	Sales Volume/Billings	Dues
<b>B</b>	<b>Under \$10,000,000</b>	<b>\$2,500*</b>
<b>B1</b>	<b>\$10,000,001 - \$50,000,000</b>	<b>\$3,500</b>
<b>B2</b>	<b>\$50,000,001 - \$100,000,000</b>	<b>\$5,000</b>
<b>B3</b>	<b>\$100,000,001 - \$200,000,000</b>	<b>\$6,000</b>
<b>B4</b>	<b>\$200,000,001 - \$500,000,000</b>	<b>\$7,000</b>
<b>B5</b>	<b>\$500,000,001 - \$2 billion</b>	<b>\$8,000</b>
<b>B6</b>	<b>Over \$2 billion, up to \$10 billion</b>	<b>\$9,000</b>
<b>B7</b>	<b>Over \$10 billion</b>	<b>\$10,000</b>

Companies principally engaged in retailing are eligible for membership in the Federation. Under NRF’s bylaws, each member must pay dues based on total annual sales volume as reported in the most recent fiscal year. Total sales must include sales received from all retail operations including stores, catalogs, online stores and franchise fees. For federal income tax purposes, dues payments to the National Retail Federation are not tax deductible as a charitable contribution. In addition, the Omnibus Budget Reconciliation Act of 1993 includes a provision denying a tax deduction for lobbying activities conducted by trade associations such as NRF. NRF estimates substantially all dues received are nondeductible.

**For more information, contact [membershipinfo@nrf.com](mailto:membershipinfo@nrf.com) or 202-783-7971.**

## PAYMENT INFORMATION

**Checks:** please make checks payable to:  
National Retail Federation  
PO Box 823953  
Philadelphia, PA 19182-3953

*Note: All checks must be drawn on a U.S. Bank in USD Funds*

**Wire transfers:** for details please email your request to: [wiretransfer@nrf.com](mailto:wiretransfer@nrf.com)

AMEX  VISA  MASTERCARD  DISCOVER

CARD NO \_\_\_\_\_

EXP DATE \_\_\_\_\_

AMOUNT \_\_\_\_\_

CARDHOLDER NAME \_\_\_\_\_

BILLING ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

COUNTRY \_\_\_\_\_

AUTH SIG \_\_\_\_\_

### National Retail Federation

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EIN# 13-5582627

<b>Advertising Agencies, Radio, TV, Newspapers</b> <b>M</b>	<b>\$500</b>
<b>Universities and Educational Institutions</b> <b>U</b>	<b>\$1,000</b>
<b>EI</b>	<b>\$150</b>

## NATIONAL TRADE ASSOCIATIONS WITH REVENUE

Dues Class	Sales Volume/Billings	Dues
<b>XN1</b>	<b>Under \$250,000</b>	<b>\$400</b>
<b>XN2</b>	<b>\$250,001 - \$500,000</b>	<b>\$600</b>
<b>XN3</b>	<b>\$500,001 - \$750,000</b>	<b>\$800</b>
<b>XN4</b>	<b>Over \$750,000</b>	<b>\$1,000</b>

<b>Local Business Organizations and Chambers of Commerce</b> <b>AE</b>	<b>\$100</b>
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\*If your company is less than 2 years old and under \$2M in revenue please contact the NRF membership department: 202-783-7971 or [membershipinfo@nrf.com](mailto:membershipinfo@nrf.com).

# The company we keep means business.

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## JOIN TODAY!

Schedule a call with us at [calendly.com/nrf-membership](https://calendly.com/nrf-membership)  
or reach out to the team at [membershipinfo@nrf.com](mailto:membershipinfo@nrf.com).



[nrf.com/membership](https://nrf.com/membership) | 202-783-7971