

Ready to be part of something big in retail?

**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 **3M 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 retail employees prepare for and secure jobs.

COVID-19 Trainings

The NRF Foundation's RISE Up program provided 1,800 COVID-19 trainings to front-line, customer-facing and distribution workforces.

Retail Jobs

Since the pandemic began, the NRF Foundation has shared 1.2M 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.

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.

NRF CONNECT

NRF Connect is a collaborative digital platform built exclusively for retail member leaders who serve on NRF councils or committees.

Exclusive sponsorship of this premier product has branding, promotional, networking, event and thought leadership benefits.

NRF RETAIL LEADERSHIP SERIES

This virtual event program is hosted by NRF President and CEO Matthew Shay and features leading retail CEOs to discuss macro issues impacting retail. Previous conversations have included CEOs from Lowe's, Target and Starbucks.

Benefits of the NRF Retail Leadership Series sponsor package include a number of digital branding opportunities reaching thousands of retailers and retail leaders.



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.

NRF Retail Leadership Series

Our newest virtual program series features candid conversations with CEOs from leading brands including Target, Lowe's, Walmart U.S. and Starbucks.

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.

We elevate the industry.

NRF provides our industry partners with top resources, tools and platforms to give them even greater insight and knowledge on the retail industry.



Unique Research

NRF produces original research throughout the year, diving into retail trends, consumer sentiment and workforce issues. From examining the future of AI to talent and hiring trends, we cover it all.

Top reports with exclusive member access or special pricing include:

- State of Retailing Online
- Quarterly Consumer Views
- **Custom cuts** of key consumer data



Tools and Resources

Understand the latest in retail with tools and resources that include:

- NRF Operation Open Doors
- NRF Foundation Training Credentials
- Coronavirus (COVID-19) Resources for Retailers
- Industry Partner Resources Headquarters
- 4-5-4 Calendar Guide
- NRF's Retail Library
- Retail Port Tracker
- Monthly Economic Review



Industry Insights

Receive updates and alerts on industry topics. Sign up for area-specific newsletters like NRF Research Alerts, SmartBrief newsletters, Global Port Tracker and more at nrf.com/newsletters.



Retail Gets Real

NRF's weekly podcast features unfiltered, insightful conversations with the industry's most interesting people.



NRF Blog

NRF's blog shares stories and updates from around the retail industry including insights, trends and transformation.

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 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	Under \$10,000,000	\$2,500*
B1	\$10,000,001 - \$50,000,000	\$3,500
B2	\$50,000,001 - \$100,000,000	\$5,000
B3	\$100,000,001 - \$200,000,000	\$6,000
B4	\$200,000,001 - \$500,000,000	\$7,000
B5	\$500,000,001 - \$2 billion	\$8,000
B6	Over \$2 billion, up to \$10 billion	\$9,000
B7	Over \$10 billion	\$10,000

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 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

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

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

NATIONAL TRADE ASSOCIATIONS WITH REVENUE

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

Local Business Organizations and Chambers of Commerce AE	\$100
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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.

The company we keep means business.

JOIN TODAY!

Schedule a call with us at calendly.com/nrf-membership
or reach out to the team at membershipinfo@nrf.com.



nrf.com/membership | 202-783-7971