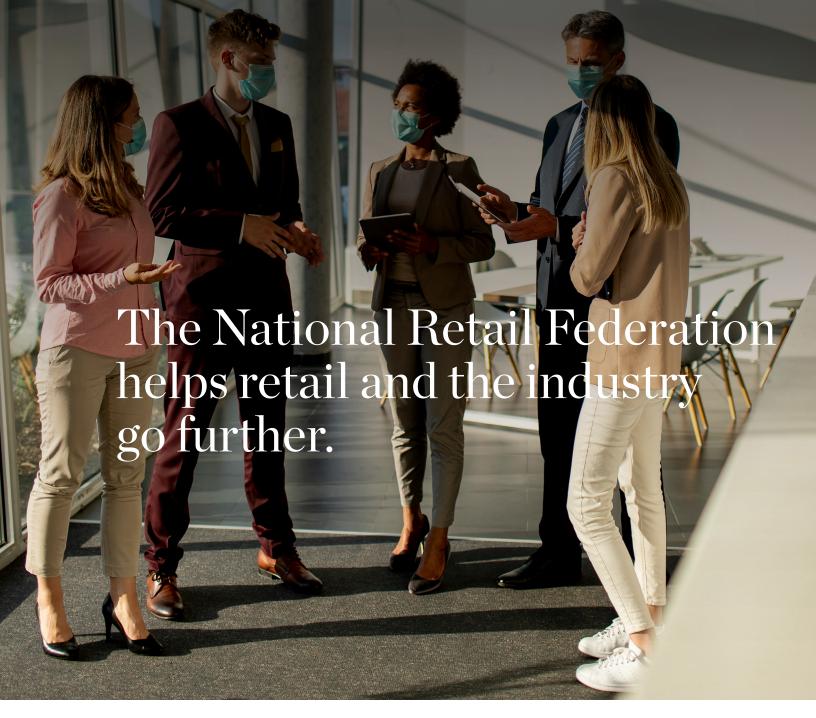


# Ready to be part of something big in retail?

JOIN US. REAL CHANGE HAPPENS WHEN WE WORK TOGETHER.

## **INDUSTRY PARTNER MEMBERSHIP GUIDE**

WHY JOIN?	2
RETAIL & COVID-19	3
PREMIER SPONSORSHIPS	4
MEMBER BENEFITS	5
RESEARCH & INSIGHTS	6
APPLICATION	7



#### 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.com/membership 2

## 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

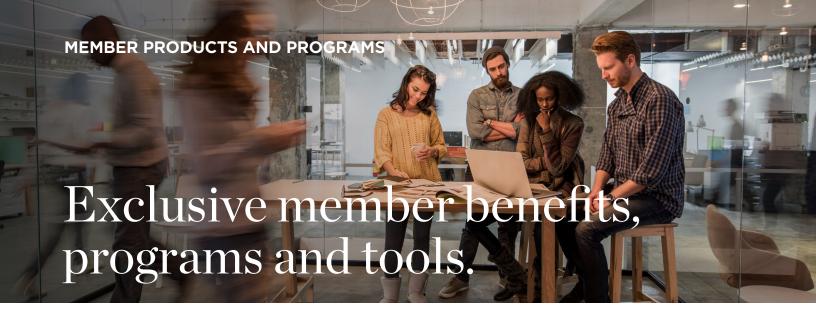
NRF Connect is a collaborative digital platform built exclusively for retail member leaders who serve on NRF councils or committees.

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.



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.

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# 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 areaspecific 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.

nrf.com/membership 6



# COMPANY/PARENT COMPANY ADDRESS 1 ADDRESS 2 CITY\_\_\_\_\_\_\_STATE \_\_\_\_\_ZIP\_\_\_\_\_ COUNTRY\_\_\_\_\_\_ PHONE \_\_\_\_\_\_FAX \_\_\_\_\_ EMAIL \_\_\_\_\_ WEBSITE \_\_\_\_\_\_ ANNUAL SALES VOLUME \_\_\_\_\_\_ CONTACT NAME \_\_\_\_\_\_\_ JOB TITLE \_\_\_\_\_\_

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:

\_\_\_\_\_ DATE \_\_\_\_

- $\square$  By email  $\square$  By phone  $\square$  By postal mail
- $\hfill \square$  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
В	Under \$10,000,000	\$2,500*
B1	\$10,000,001 - \$50,000,000	\$3,500
B2	\$50,000,001 - \$100,000,000	\$5,000
В3	\$100,000,001 - \$200,000,000	\$6,000
В4	\$200,000,001 - \$500,000,000	\$7,000
В5	\$500,000,001 - \$2 billion	\$8,000
В6	Over \$2 billion, up to \$10 billion	\$9,000
В7	Over \$10 billion	\$10,000

# NRF INDUSTRY PARTNER Membership Application

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	□ MAS	TERCARD	□ DISCOVER
EXP DATE AMOUNT CARDHOLDE	ER NAME			
CITY		ST	TATEZ	ZIP
COUNTRY_				
AUTH SIG				

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

LATIONIAL TRADE ACCOCIATIONS WITH DEVENIU

**National Retail Federation** 

1101 New York Avenue NW • Suite 1200 • Washington, DC 20005

Phone: 202-783-7971 • Fax: 866-223-5383

EIN# 13-5582627

NATIONA	L TRADE ASSOCIATIONS WITH	REVENUE
<b>Dues Class</b>	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 Busines Chambers of AE	\$100	
	any is less than 2 years old and unde e contact the NRF membership depa	

202-783-7971 or membershipinfo@nrf.com.

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.

# 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.

