

# Ready to be part of something big in retail?

---

JOIN US. REAL CHANGE HAPPENS  
WHEN WE WORK TOGETHER.

## INTERNATIONAL MEMBERSHIP GUIDE

WHY JOIN? .....	2
ADVOCACY .....	3
EVENTS .....	5
NETWORKING .....	6
MEMBER BENEFITS .....	8
RESEARCH & INSIGHTS .....	10
APPLICATION .....	11

# The National Retail Federation is committed to helping retail go further.



## WHY JOIN?

NRF membership means you are part of the world's largest retail trade association that has represented the industry for over a century. Membership is company-wide and open to each employee.

NRF champions the success of retail around the world, teaming up with industry leaders to redefine the boundaries of retail and arm the industry with the tools required to succeed in the global economy.

Simply put, we are stronger together.

# Passionately advocating for retail.

As retail's greatest champion, no one else has our experience advocating for retail.



## TAX REFORM

NRF fought for years for pro-growth tax reform, and the plan signed into law reduces the corporate tax rate from 35% to 21%, saving the U.S retail industry \$17.4 billion a year and making retail one of the biggest winners under tax reform.



## BORDER ADJUSTMENT TAX

NRF led the defeat of a \$500 billion-a-year border adjustment tax that would have driven up prices for consumers and put some retailers out of business.



## PAYMENTS

Debit card swipe fee reform won by NRF and our merchant allies saves retailers and their customers \$8 billion a year.



## OVERTIME

NRF successfully fought a plan to expand overtime that could have cost retailers over \$8 billion a year.



## TARIFFS

NRF plays a leading role in advocating against new tariffs on hundreds of billions of dollars of American retail goods sold, because tariffs are ultimately taxes on businesses and consumers.

LEARN MORE:  
[nrf.com/hill](https://nrf.com/hill)

# We amplify retail's voice at every level, for every retailer.

With NRF's team of policy experts, you gain unique insight into how the legislative landscape will impact your bottom line. Our advocacy programs and platforms amplify the voice of retailers.

## Advocacy Alerts

NRF keeps you up to date on the latest movements on Capitol Hill impacting retailers. You will always be plugged into any changes, wins and challenges through NRF's action alerts.



## RetailPAC

Federal policymakers create laws and regulations every day that impact retailers. Our bipartisan PAC has a simple mission: To support campaigns of candidates who are pro-growth, pro-jobs and pro-retail for the United States Senate and House of Representatives.



## Retail Advocates Summit

Retail Advocates Summit is NRF's premier advocacy event that brings together hundreds of retailers and connects them with federal lawmakers. NRF also honors retailers for exceptionalism in advocacy through the America's Retail Champions program.



## Retail Advocacy Bootcamp

Retail Advocacy Bootcamp is an advocacy training program that gives retailers the leadership skills to be an effective retail advocate. Attendees learn how to lobby and make a difference in policy debates that impact their businesses.



## Store Tours

Store Tours help connect Congress to the retail industry. Each year, NRF's advocacy team facilitates a range of tours at local retail companies across the U.S. for members of Congress.



# Empowering the industry that powers our economy.

At NRF events, members network with retail's brightest and experience the latest retail innovation.

Leveraging strong relationships globally, we showcase where retail is going and connect members with industry visionaries. Members get more with exclusive rates, perks and experiences across 40+ events, conferences, workshops and networking opportunities.

## OUR HALLMARK EVENTS INCLUDE:

### NRF<sup>®</sup> tech

NRFtech

#### Retail's Premier Technology Summit

July 12-15, 2020 | Los Angeles, CA

Member companies save more with **one free pass** to NRFtech, plus up to **50% off** additional passes.

### NRF<sup>®</sup> PROTECT

NRF PROTECT

#### Retail's Loss Prevention and Cyber Risk Event

June 22-24, 2020 | Pittsburgh, PA

Retail members **save \$200** on individual full conference passes and access membership programs like Executive Afternoon.

### NRF<sup>®</sup> NXT

NRF NXT

#### Retail's Digital Deep Dive

July 14-16, 2020 | Los Angeles, CA

Member companies get more with **one free pass** to NRF NXT, plus a **\$100 savings** on additional passes.

### NRF<sup>®</sup> 2020 VISION RETAIL'S BIG SHOW

NRF 2020

#### Retail's Big Show

January 12-14, 2020 | New York, NY

Member companies **access unique networking experiences** including dinners, receptions and more, plus discounted full conference rates.

LEARN MORE:  
[nrf.com/events](http://nrf.com/events)

# Speaking for retail starts with us.

NRF has 40+ committees and councils just for members. These groups provide the perfect platform to increase their networks, share ideas, establish best practices, grow their careers and prepare testimony for Congress.

From the CIO Council and Strategic Supply Chain Council to the Taxation Committee and LP Council, these groups bring industry visionaries and leaders together to explore new possibilities and make their voices heard.

NRF offers councils and committees covering a wide range of functional roles and industry topics including:

- Associate Member Council
- CIO Council
- Committee on Employment Law
- Credit Executives Committee
- Digital Advisory Board
- Digital Council
- Financial Executives Council (FEC)
- General Counsels Forum
- Health and Employee Benefits Committee
- Internal Audit and Compliance Council
- International Trade Advisory Committee (ITAC)
- IT Security Council
- Loss Prevention Council
- Marketing Executives Council
- National Council of Chain Restaurants
- ORC/Investigators' Network

LEARN MORE:  
[nrf.com/committees](https://nrf.com/committees)

## COUNCILS AND COMMITTEES *continued*

- Policy Council
- Small Business Retail Council
- State Government Relations Council
- Strategic Supply Chain Council
- Talent Acquisition Group
- Taxation Committee
- Technology Leadership Council
- Women in IT Committee
- Women in Loss Prevention

### NRF CONNECT: A TOOL JUST FOR COUNCILS AND COMMITTEES

NRF Connect was created with council and committee members in mind. NRF Connect is built for sharing best practices, sourcing innovative answers to pressing questions and staying updated on the latest retail trends and policies.

NRF Connect is a private collaboration platform, only available to NRF Council and Committee members.

LEARN MORE:  
[nrf.com/committees](https://nrf.com/committees)



# We do the work for you.

What's in it for you? NRF membership means membership for everyone in your company, regardless of title or expertise.

Get more out of your ROI with members-only products and programs. Our member engagement team knows what members want and continues to create new products that complement our hallmark member benefits.

#### **NRF On Demand**

Our video platform provides an all-access pass to top-rated content from events like NRF 2019: Retail's Big Show. Experience the best of our events, even after they have ended.

#### **NRF Cyber Risk Exchange**

This digital platform provides retail members the ability to share and receive threat intelligence and collaborate with their peers to mitigate cyber threats.

#### **The FQ Lounge @ NRF 2020: Retail's Big Show**

Enjoy exclusive access to The FQ Lounge @ NRF 2020. Back after a sold-out first year at NRF 2019, this pop-up features top-rated sessions with female industry leaders.

**LEARN MORE:**  
[nrf.com/membership](https://nrf.com/membership)



## MEMBER PRODUCTS AND PROGRAMS *continued*

### **NRF Dinners**

NRF goes on the road to bring retailers and industry colleagues together in major U.S. cities. These free, regional dinners allow a small group to network, collaborate and enjoy dinner at top-quality restaurants.

**New York, NY**

**Dallas, TX**

**Seattle, WA**

**Chicago, IL**

**Los Angeles, CA**

**Atlanta, GA**

**Jersey City, NJ**

**Columbus, OH**

**San Francisco, CA**

**Seattle, WA**

### BE IN THE KNOW

NRF Insider is our exclusive members-only monthly newsletter that highlights the best of NRF and retail in under 10 minutes. Stay up to date on all topics and changes happening in retail including member spotlights. Learn about new events, products and programs. You'll never miss a beat.

LEARN MORE:  
[nrf.com/dinners](https://nrf.com/dinners)

# We elevate the industry.

NRF provides the resources, tools and platforms to enhance retail and the next generation of talent.



## 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
- Retail Compensation and Benefits Report
- Custom cuts of key consumer data



## Tools and Resources

Go further with a wide range of tools and resources including:

- 4-5-4 Calendar Guide
- Retail Buying Guide
- Complimentary postings to the NRF Job Board



## 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](https://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 \_\_\_\_\_

NUMBER OF RETAIL UNITS \_\_\_\_\_

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.

PAYMENT INFORMATION	
<b>Checks:</b> please make checks payable to: National Retail Federation PO Box 823953 Philadelphia, PA 19182-3953  <i>Note: All checks must be drawn on a U.S. Bank in USD Funds</i>	<b>Wire transfers:</b> for details please email your request to: <a href="mailto:wiretransfer@nrf.com">wiretransfer@nrf.com</a>
<input type="checkbox"/> AMEX <input type="checkbox"/> VISA <input type="checkbox"/> MASTERCARD <input type="checkbox"/> DISCOVER	
CARD NO _____	
EXP DATE _____	
AMOUNT _____	
CARDHOLDER NAME _____	
BILLING ADDRESS _____	
CITY _____ STATE _____ ZIP _____	
COUNTRY _____	
AUTH SIG _____	
<b>National Retail Federation</b> 1101 New York Avenue NW • Suite 1200 • Washington, DC 20005 Phone: 202-783-7971 • Fax: 866-223-5383 EIN# 13-5582627	

## INTERNATIONAL RETAIL MEMBERSHIP DUES

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

SALES RANGE	ANNUAL DUES	NOTES
\$0 – \$10,000,000	\$962.50	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.
\$10,000,001 – \$25,000,000	\$1,137.50	
\$25,000,001 – \$50,000,000	\$1,312.50	
\$50,000,001 – \$100,000,000	\$1,487.50	
\$100,000,001 – \$250,000,000	\$1,662.50	
\$250,000,001 +	See below	

## INTERNATIONAL RETAIL COMPANIES WITH ANNUAL SALES GREATER THAN \$250 MILLION

**Select your range and follow the formula to calculate your annual dues:**

INTERNATIONAL RETAIL OFFER: 65% Off Annual Dues	SALES RANGE	TOTAL ANNUAL SALES	MINUS	MULTIPLIER	BASED DUES	ANNUAL DUES
Enter your company’s total annual sales: \$ _____	\$250-\$500M		- 250M =	x .0000150 =	+ \$5,500 =	
	\$500-\$2.5B		- 500M =	x .0000100 =	+ \$10,500 =	
	\$2.5-\$10B		- 2.5B =	x .0000050 =	+ \$30,500 =	
	\$10.0-\$25B		- 10.0B =	x .0000010 =	+ \$68,000 =	
	\$25B and up		- 25B =	x .00000050 =	+ \$83,000 =	
<b>International Retail Offer: 65% Off Annual Dues</b>						

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

# The company we keep means business.

---

JOIN TODAY!

**NRF**<sup>®</sup> NATIONAL  
RETAIL  
FEDERATION<sup>®</sup>

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