

Ready to be part of something big in retail?

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

CHAIN RESTAURANT MEMBERSHIP GUIDE

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

WHY JOIN?

NRF membership means you are part of the voice that speaks for the nation's largest industry.

We have more than 100 years of experience championing the people and policies that fuel success for retailers, the jobs they create and the lives they impact.

Simply put, we are stronger together.

Passionately advocating for retail.

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

We've led the way on policies and legislation including tax reform, border adjustment, overtime and payments, saving retailers billions of dollars. We're currently driving the conversation on issues including tariffs, privacy, tax reform and infrastructure funding.



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

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 across the country.

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.



INNOVATIVE CONFERENCES AND EVENTS

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 nationwide, 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[®] 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** to include dinners, receptions and more, plus discounted full conference rates.

NRF[®]
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[®]
tech

NRFtech

Retail's Premier Technology Summit

July 12-14, 2020 | Rancho Palos Verdes, CA

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

NRF[®]
NXT

NRF NXT

Retail's Digital Deep Dive

July 14-16, 2020 | Rancho Palos Verdes, CA

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

LEARN MORE:
nrf.com/events

nrf.com/membership

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 voice heard.

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

- Digital Council
- Committee on Employment Law
- General Counsels Forum
- Food Safety Task Force
- Food Supply Chain Committee
- IT Security Council
- Loss Prevention Council
- Product Safety Committee
- Strategic Supply Chain Council
- Technology Leadership Council

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

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 launching in June 2019 will provide retail members the ability to share and receive threat intelligence and collaborate with their peers to mitigate cyber threats.

NRF and theBoardlist

NRF has partnered with theBoardlist, a talent marketplace for executives and board directors. Open to female executives at the VP level and above, this partnership is dedicated to increasing diversity in board seats.

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

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

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 to include:

- 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.



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 CHAIN RESTAURANTS Membership Application

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 or unsubscribing via links in emails.

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

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

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

EIN# 13-5582627

CHAIN RESTAURANT MEMBERSHIP DUES

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

\$0 - \$10,000,000	\$1,925	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	\$2,275	
\$25,000,001 - \$50,000,000	\$2,625	
\$50,000,001 - \$100,000,000	\$2,975	
\$100,000,001 - \$250,000,000	\$3,325	
\$250,000,001 +	See below	

CHAIN RESTAURANT COMPANIES WITH ANNUAL SALES GREATER THAN \$250 MILLION

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

CHAIN RESTAURANT OFFER: 30% 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 =	

Chain Restaurant Offer: 30% Off Annual Dues

For more information, contact membershipinfo@nrf.com or 202-783-7971.

The company we keep means business.

JOIN TODAY!

Schedule a call with our team to get started:
[Calendly.com/nrf-membership](https://calendly.com/nrf-membership)



nrf.com/membership | 202-783-7971