

# 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**

WHY JOIN? .....	2
MEMBER BENEFITS.....	3
EVENTS .....	4
PREMIER SPONSORSHIPS .....	5
RESEARCH & INSIGHTS .....	7
ADVOCACY .....	8
APPLICATION.....	9



# 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.**

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.**

# Exclusive member benefits, programs and tools.

**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 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.

NRF provides a council built just for industry partners, the Associate Member Council (AMC). This council provides the perfect platform to grow their network, share ideas, establish best practices and help guide NRF's engagement with all industry partner members.

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



# We help retail go further.

**At NRF events, members network with the best and brightest in the industry, from executives and visionaries to leaders with purchasing power.**

Leveraging strong relationships nationwide, we showcase where retail is going and connect your company with leading retailers. Members get more with **premier sponsorship rates and partnership perks** across 40+ events, conferences, workshops and networking opportunities.

## OUR HALLMARK EVENTS INCLUDE:

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

### **NRF 2020**

#### **Retail's Big Show**

January 12-14, 2020 | New York, NY

Promote your brand in front of 40,000+ industry insiders and leaders at NRF 2020. Take advantage of **special exhibit pricing**.

**NRF<sup>®</sup> tech**

### **NRFtech**

#### **Retail's Premier Technology Summit**

Promote your brand in front of **C-suite retail leaders** charged with driving innovation. Sponsorship opportunities sell out fast!

**NRF<sup>®</sup>**  
**PROTECT**

### **NRF PROTECT**

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

Network and promote your company in front of 2,500+ leading loss prevention professionals. Industry partner members can receive **special exhibit booth pricing**.

**NRF<sup>®</sup> NXT**

### **NRF NXT**

#### **Retail's Digital Deep Dive**

Sponsorship is the only way for industry partner members to be part of this intimate event attended by top retail digital, marketing and analytics professionals.

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

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

**NRF's premier sponsorships are designed to elevate and promote your brand to retailers and industry leaders year-round. Reach 150,000+ retail industry professionals through a variety of event sponsorships, premium products and advertising.**



## **NRF Cybersecurity Advisory Group Sponsorship**

NRF will collaborate with strategic partners to develop research, events and year-round products and services for cybersecurity professionals in retail. NRF has set a limit on the number of partners at each Sponsor level. This ensures the premier benefits and participation are limited to a select group.

## **NRF** DINNERS

### **Sponsor an NRF Dinner**

NRF hosts regional dinners exclusively for retailers to network, learn and enjoy a relaxing meal at a great local restaurant. Only **ONE sponsor per dinner** is permitted to allow for **maximum sponsor exposure and networking**. NRF Dinners sponsorship is open only to industry partner members. Target audiences for these dinners include retailers — with title levels manager and up — who have digital, ecommerce, innovation, marketing, supply chain and technology roles.

**Cities include:**

Atlanta, GA

Chicago, IL

Columbus, OH

Dallas, TX

Jersey City, NJ

Los Angeles, CA

New York City

San Francisco, CA

Seattle, WA



### **NRF On Demand Sponsorship**

NRF On Demand is NRF's year-round video platform, highlighting the best of NRF's annual events. From NRF 2019: Retail's Big Show to NRF PROTECT, NRFtech and NRF NXT, this platform provides 365 content and education **reaching 45,000+ members**. Sessions are available 45 days post-event and run for 6-9 months on NRF On Demand.



### **NRF + theBoardlist Sponsorship**

NRF + theBoardlist is a partnership committed to increasing diversity in board seats across the U.S. **Exclusive sponsorship** of this partnership includes promotional, networking, event and thought leadership benefits.

**LEARN MORE:**

[nrf.com/nrf-premier-sponsorships](https://nrf.com/nrf-premier-sponsorships)

## PREMIER SPONSORSHIPS *continued*

### NRF CONNECT®

#### NRF Connect Sponsorship

NRF Connect is a collaboration and communication tool used by retail executives and leaders who serve on NRF Councils or NRF Committees.

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

### NRF SmartBrief

#### Advertise in NRF SmartBrief

Advertising in NRF SmartBrief promotes your company to **100,000 highly engaged retail leaders from top companies** — including Target, Macy's, Nordstrom and Walmart — as well as specialty stores and online retailers.

Retail executives and professionals rely on NRF SmartBrief as their daily go-to resource for getting ahead of retail industry news, trends and events.

### STORES

#### Advertise in STORES

Retail executives and industry decision makers turn to STORES for an insider's view of the entire retail industry including the latest trends, hottest ideas, current technologies and consumer attitudes.

Advertising in STORES lets your company **reach retail executives with buying power**, representing every retail sector and company size.

**LEARN MORE:**  
[nrf.com/nrf-premier-sponsorships](http://nrf.com/nrf-premier-sponsorships)

# 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:

- 4-5-4 Calendar Guide
- Retail Buying Guide
- NRF's Retail Library



## 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.

## 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. Be the first to learn about new sponsorship and promotion opportunities, events, programs and more. You'll never miss a beat.

# 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](https://nrf.com/hill)



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.

## ASSOCIATE 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

1101 New York Avenue NW • Suite 1200 • Washington, DC 20005  
Phone: 202-783-7971 • Fax: 866-223-5383

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 to get started:  
[calendly.com/nrf-membership](https://calendly.com/nrf-membership)



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