

# Ready to be part of something big in retail?

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

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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.**

# 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 sessions from events like NRF 2020 Vision: Retail's Big Show.

Available to all NRF members regardless of title or job function, NRF On Demand platform provides year-round content and education to the retail industry.

## 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 for a 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 to view top-rated content from events like NRF 2020: Retail's Big Show and programs including NRF Operation Open Doors. Members can watch industry videos any time and on any device.

## **NRF 2021: Retail's Big Show**

The world of retail is transforming faster than we've ever seen. One Big Show just isn't enough. Chapter 1 will be held as a virtual event on January 12-14, 19 and 21-22, 2021. Chapter 2 will be a June 2021 in-person show in New York City. NRF members have access to exclusive early rates and exciting sponsorship opportunities to engage with leading and innovative retailers.

## **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](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 \_\_\_\_\_

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.

### 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>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.

### 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).

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

# The company we keep means business.

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## JOIN TODAY!

Schedule a call with us at [calendly.com/nrf-membership](https://calendly.com/nrf-membership)  
or reach out to the team at [membershipinfo@nrf.com](mailto:membershipinfo@nrf.com)



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