

# 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 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. Membership is company-wide and open to each employee.

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.



### PRIVACY

The personalized retail customer experience is being jeopardized by new state data privacy laws. A federal privacy law could preserve retail innovation, and NRF is leading the way.



### 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 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 biannual 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 a biannual 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.

# 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](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 2020: Retail's Big Show. Experience the best of our events and webinars with NRF on Demand.

**NRF Cyber Risk Exchange**

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

**The FQ Lounge @ NRF 2021: Retail's Big Show**

Enjoy **exclusive access** to The FQ Lounge @ NRF 2021. Back after a sold-out second year at NRF 2020, this pop-up features top-rated sessions with female industry leaders.

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

# 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:

- Coronavirus (COVID-19) Resources for Retailers
- Industry Partner Resources Headquarters
- 4-5-4 Calendar Guide
- Retailer Sexual Harassment Training Module
- Retail Litigation Headquarters
- Retail Port Tracker
- Monthly Economic Review
- **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.

# 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)

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