Ready to be part of something big in retail?

JOIN US. REAL CHANGE HAPPENS WHEN WE WORK TOGETHER.

INDUSTRY PARTNER MEMBERSHIP GUIDE

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nrf.com/membership
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.**
PREMIER SPONSORSHIPS

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

**NRF CYBERSECURITY PROGRAM SPONSORSHIP**

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 CONNECT SPONSORSHIP**

NRF Connect is a collaboration and communication digital platform built exclusively for retail member leaders and executives who serve on NRF Councils or Committees. Exclusive sponsorship of this premier product has branding, promotional, networking, event and thought leadership benefits.

**NRF ON DEMAND SPONSORSHIP**

NRF’s year-round video platform highlights the best content from around retail and NRF, including top sessions at NRF 2020 Vision: Retail’s Big Show. Available to all NRF members regardless of title or job function, NRF On Demand provides platform provides 365 content and education to the retail industry.

**LEARN MORE:**
nrf.com/nrf-premier-sponsorships
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**

Top-rated content from NRF webinars and events like 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, even after they have ended.

**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.

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
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:
- 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.

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.
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.
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.

<table>
<thead>
<tr>
<th>Dues Class</th>
<th>Sales Volume/Billings</th>
<th>Dues</th>
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</thead>
<tbody>
<tr>
<td>B</td>
<td>Under $10,000,000</td>
<td>$2,500*</td>
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<tr>
<td>B1</td>
<td>$10,000,001 - $50,000,000</td>
<td>$3,500</td>
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<tr>
<td>B2</td>
<td>$50,000,001 - $100,000,000</td>
<td>$5,000</td>
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<tr>
<td>B3</td>
<td>$100,000,001 - $200,000,000</td>
<td>$6,000</td>
</tr>
<tr>
<td>B4</td>
<td>$200,000,001 - $500,000,000</td>
<td>$7,000</td>
</tr>
<tr>
<td>B5</td>
<td>$500,000,001 - $2 billion</td>
<td>$8,000</td>
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<tr>
<td>B6</td>
<td>Over $2 billion, up to $10 billion</td>
<td>$9,000</td>
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<tr>
<td>B7</td>
<td>Over $10 billion</td>
<td>$10,000</td>
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</table>

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 or 202-783-7971.
The company we keep means business.

JOIN TODAY!

Schedule a call with us at calendly.com/nrf-membership or reach out to the team at membershipinfo@nrf.com