

# 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**

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The National Retail Federation  
helps retail and the industry  
go further. We are the leading voice  
and resource for retailers every day.

## WHY JOIN?

NRF membership means your company is part of a community of 16,000+ member companies, encompassing **thousands of leading retailers and industry professionals**. Membership is company-wide and open to every employee.

NRF members are provided with **unique networking** opportunities to promote their brands to thousands of diverse retailers in our community. Members can utilize **event discounts** to attend the biggest event in the retail industry, Retail's Big Show.

As the world's largest retail trade association, we have more than 100 years of experience championing people and policies that fuel success for the retail industry. Simply put, we are stronger together.

# Maximize your retail connection at the events below

NRF sponsorships reach more than 100,000 retail industry professionals virtually and in-person. Explore exclusive sponsorship opportunities below.

**NRF**<sup>®</sup> 2025  
RETAIL'S BIG SHOW

**NRF**<sup>®</sup> RETAIL  
LAW  
SUMMIT

**NRF**<sup>®</sup> SUPPLY  
CHAIN 360  
SUMMIT

**NRF**<sup>®</sup> PROTECT

**NRF**<sup>®</sup> NEXUS

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**NRF**<sup>®</sup> RETAIL ADVOCATES  
summit



# Exclusive member benefits, programs and tools.

Your company has unlimited opportunities with [NRF membership](#). There is something for everyone in your company, regardless of title or functional area.

## **White Paper Library**

Members are invited to submit research and [white papers](#) for consideration.

## **NRF On Demand**

Our [video](#) platform provides an all-access pass to all employees at member companies. Members can watch top-rated content from industry-leading events and unique programs at any time and on any device.

## **NRF Insider**

NRF's member newsletter deploys monthly to thousands of member companies and leading retail organizations. NRF Insider [sponsorship opportunities](#) include a sponsored ad that will get your brand noticed by thousands of dedicated members

## **NRF Industry Partner Council**

NRF has a council just for industry partners, the [Industry Partner Council](#). The council provides networking opportunities, best practice benchmarking and collaboration on NRF's engagement with all industry partner members.

## **NRF Research**

NRF keeps you and your company at the forefront of the latest consumer [research](#), economic forecasts and retail trends. Joining NRF means your company can stay ahead with access to exclusive research reports and benchmarking surveys to help make data-driven decisions.

# NRF members get more.

Save **thousands of dollars** on your NRF event expo and sponsorship packages!

<b>NRF Events</b>	<b>NRF Members save an average of</b>
Retail's Big Show	\$4,000 - 5,000 per booth for 20 X 20 booths and larger  and  \$1,000 per person on full conference passes; members can also purchase up to 8 passes versus a limit of 3 for non-members!
NRF PROTECT	\$1,000 per company exhibit
NRF Supply Chain 360	\$1,000 per company exhibit
NRF Nexus	\$2,500 per company sponsorship
NRF Retail Law Summit	\$2,500 per company sponsorship
NRF webinars	\$2,500 per webinar sponsorship

**Start a conversation with NRF's Membership team today to learn more about member benefits, discounts and ROI.**

**See how your company can utilize these exclusive savings and build long-lasting partnerships with retailers.**

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Connect with the NRF membership team at [membershipinfo@nrf.com](mailto:membershipinfo@nrf.com).

COMPANY/PARENT COMPANY \_\_\_\_\_

ADDRESS 1 \_\_\_\_\_

ADDRESS 2 \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

COUNTRY \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

EMAIL \_\_\_\_\_

WEBSITE \_\_\_\_\_

GLOBAL ANNUAL SALES \_\_\_\_\_

CONTACT NAME \_\_\_\_\_

JOB TITLE \_\_\_\_\_

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

By completing this membership application, you will receive information from National Retail Federation (“NRF”) about its membership activities, resources and benefits, events and more.

You can stop receiving this information from NRF by clicking the unsubscribe link in any marketing 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.		
<b>Under NRF’s bylaws, each member must pay dues based on global sales volume as reported in the most recent fiscal year.</b>		
Dues Class	Sales Volume/Billings	Dues
B	Under \$10,000,000	\$2,500*
B1	\$10,000,001 - \$50,000,000	\$3,500
B2	\$50,000,001 - \$100,000,000	\$5,000
B3	\$100,000,001 - \$200,000,000	\$7,000
B4	\$200,000,001 - \$500,000,000	\$8,000
B5	\$500,000,001 - \$2 billion	\$9,000
B6	Over \$2 billion, up to \$10 billion	\$10,000
B7	Over \$10 billion	\$12,000

TRADE ASSOCIATIONS WITH REVENUE		
Dues Class	Sales Volume/Billings	Dues
XN1	Under \$250,000	\$400
XN2	\$250,001 - \$500,000	\$600
XN3	\$500,001 - \$750,000	\$800
XN4	Over \$750,000	\$1,000

UNIVERSITIES AND EDUCATIONAL INSTITUTIONS	
Universities U	\$1,000
Educational Institutions EI	\$150

\*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).

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.**

# The company we keep means business.

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## **JOIN TODAY!**

Connect with our membership team, schedule a call to learn more or ask how we can help your company at [\*\*membershipinfo@nrf.com\*\*](mailto:membershipinfo@nrf.com).

**NRF** National  
Retail  
Federation

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