

Ready to be part of something big in retail?

**JOIN US. ADVANCE THE
FUTURE OF RETAIL.**

INDUSTRY PARTNER MEMBERSHIP GUIDE

WHY JOIN?	2
MEMBER SPONSORSHIPS	3
MEMBER RESOURCES	4
NRF EVENTS	5



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

WHY JOIN?

An NRF industry partner membership means your company is among thousands of the world's leading retailers and industry professionals shaping the future of retail.

Membership is company-wide and available to every employee.

From industry partner-specific content and best-in-class research to key networking opportunities and brand visibility, an NRF industry partner membership offers an unparalleled opportunity to connect with leading retailers. NRF industry partners can also 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 the people and policies that drive success for the retail industry. Our members range from small businesses to some of the world's leading brands, and no organization is more connected to retail than the National Retail Federation. **Join us.**

Maximize your retail connections at NRF events.

NRF sponsorships reach key decision-makers in the retail industry virtually and in-person.
Explore exclusive sponsorship opportunities below.

NRF RETAIL'S
BIG SHOW

NRF RETAIL
LAW
SUMMIT

NRF PROTECT

NRF NEXUS

NRF 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.

NRF Research

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

NRF Industry Partner Directory (Winter 2024)

From suppliers and technology to wholesalers, media agencies and more, NRF retailer members are supported by key industry partners. The NRF Industry Partner Directory invites companies to be listed in an online directory easily accessible for retailers.

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.

White Paper Library

Your company can help provide insight into retail business trends. NRF industry partner members are invited to submit research and [white papers](#) for consideration.

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.

Members-Only Programming

NRF industry partners are invited to participate in year-long virtual programming specifically geared to better educate industry partners on what retailers are currently facing in their business.

Retail Monitor Plus (Summer 2024)

Building on the success of the CNBC/NRF Retail Monitor, powered by Affinity Solutions — which launched in November 2023 — NRF is excited to introduce the Retail Monitor Plus — a free new offering exclusively for NRF members to access best-in-class consumer spending data at both a sector and category level.

NRF members get more.

AS A MEMBER YOU CAN RECEIVE ...

- Discounts on exhibit space and sponsorships at NRF events
- Discounted rate on registrations (member vs. non-member rate)
- Ability to register retail or CPG client for free
- Cumulative priority points for event booth selection

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

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 the National Retail Federation (“NRF”) about its membership activities, resources, 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 that 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 global sales volume as reported in the most recent fiscal year.		
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

*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.

Companies principally engaged in retailing are eligible for membership in NRF. 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!

Connect with our membership team, schedule a call to learn more or ask how we can help your company at **membershipinfo@nrf.com**.



nrf.com/membership | 202-783-7971