

# THOUGHT LEADERSHIP SHOP! WHITE PAPER PARTNERSHIP

These highly credible marketing tools help you present your company as an industry thought leader while generating high-quality leads.

White papers are one of the most effective ways to align your company with valuable, thought-provoking content. Through this special partnership opportunity, Shop! will work with your company to create an in-depth white paper on a topic relevant to our industry and your business.

Educational white papers are created in partnership with the Shop! research team and inserted into our print and digital editions of *Retail Environments* magazine. They also are posted on the Shop! website for members and the industry at large and distributed via social media, e-newsletters and email.

## WHITE PAPER PACKAGES

Shop! offers two options: magazine insert or digital channel distribution only. There are limited opportunities annually for Option 1.

### Option 1: Print & Digital Magazine Insert

- White paper insert in *Retail Environments* print and digital magazine
- Separate print copies for your distribution
- One full-page ad in *Retail Environments* magazine
- Digital pdf of the final paper
- Promotions via association's email, social media and e-newsletters
- Logo and company recognition on white paper and in promotions of paper
- Author collaboration and inclusion of company information in white paper
- Exclusive e-blast to Shop! audience of choice
- White paper access on Shop! website
- Direct lead generation

shop! Enhancing Retail Environments & Experiences

**WHITE PAPER**

**2018 Merchandising Solutions**  
Space Management and Fixture Considerations to Maximize ROI

Sponsored by:

**Trion**  
An American Manufacturing Company

### Option 2: Digital Channels only

- One full-page ad in *Retail Environments* magazine
- Digital pdf of the final paper
- Promotions via association's email, social media and e-newsletters
- Logo and company recognition on white paper and in promotions of paper
- Author collaboration and inclusion of company information in white paper
- Exclusive e-blast to Shop! audience of choice
- White paper access on Shop! website
- Direct lead generation

**CONTACT SALES@SHOPASSOCIATION.ORG  
FOR PRICING AND MORE DETAILS**