



# MAXIMIZE YOUR MEMBER BENEFITS!

As a Shop! member, your company has year-round access to invaluable benefits. We encourage you to take full advantage of these benefits that are designed to enhance your business growth and professional development! Get the most out of **your** membership investment and watch the positive impact unfold!



CONNECT



EVOLVE



SUPPORT



RECOGNIZE

# shop! MAXIMIZE YOUR SHOP! MEMBER BENEFITS!

## What's in it for Your Company?

### 1. Promote Your Company and Team:

- **Highlight Achievements:**

Share your top in-store case studies and press releases to be featured on our Shop! website and social media channels with a large audience, exclusively for members.

- **Visibility in Directory:**

Get listed in the Shop! member directory at Shop! Central to increase your company's visibility.

- **Speaking Opportunities:**

Gain the chance to speak at Shop! events, including "MasterClasses" and the "Let's Talk Shop!" series.

- **Participate in Action Teams:**

Join action teams to influence the future of the in-store industry and have your voice heard.

- **Show Your Membership Pride:**

Display your Shop! Certificate and logos to demonstrate your expertise and commitment to the in-store industry.



### 2. Enhance Your Online Presence:

- **Access to Shop! Central:**

Enjoy exclusive access to our members-only online platform for networking and communication.

- **Engage with Peers:**

Discuss challenges, share insights, and connect with other professionals in the industry.

- **Stay Informed:**

Easily find industry information, upcoming events, and new companies through our platform.

- **Directory Online:**

Be part of our comprehensive online directory.



### 3. Advance Your Team's Knowledge:

- **Masterclass Access:**

Attend all Shop! MasterClass series to gain insights from retail experts worldwide.

- **Educational Resources:**

Access "Let's Talk Shop!" series, case studies, white papers, and more to support your team's professional development.

Access to our sustainability insight series

- **Inspiration, Insights and Trends reports:**

Receive creative reports on global in-store marketing and shopper activation trends across various seasonal themes and customer moments.



#### 4. Stay Updated with Retail and In-Store News:

- **News Bulletins:**

Get regular updates on industry news, insights, trends, surveys, reports, and more.

- **Diverse Topics:**

Stay informed on key areas like the economy, technology, customer experience, and case studies.



#### 5. Participate in Events and Network:

- **Industry Events:**

Join Shop! events like the annual Shop! Ideation Conference & Retail Challenge, and Shop! MarketPlace trade show to learn, network, and showcase your brand.

- **Special Groups and Events:**

Engage with groups like the Women's League and participate in international events like Shop! Le Salon in Paris en Euroshop in Dusseldorf or the other events in Shop! Countries across the globe



#### 6. Achieve Recognition Through Awards:

- **Awards Programs:**

Enter prestigious awards like the OMA Awards, Design Awards, and Global Awards to showcase your in-store solutions and gain recognition.

- **Access to:**

All Shop! Association in-store Award programs around the world.

- **Celebrate Success:**

Attend the annual Shop! Awards Gala and receive invitations to judge the awards programs.



#### 7. Benefit from Business Support:

- **Member Resources:**

Access valuable resources such as the company member directory and specialized reports.

- **Exclusive Rates:**

Enjoy special member rates with partners like Estes Freight, ECU Worldwide, Oracle NetSuite, and SmartWork Media.



#### 8. Support the In-Store Community:

- **Industry Advocacy:**

By becoming a member, you support the in-store community and contribute to industry growth.

- **Voice Representation:** Shop! champions your company's needs and represents the industry's voice.



#### 9. Expand Global Connections:

- **The Global Network:**

Explore business connections across 25 countries and consult with our international team.

- **Membership Recognition international:**

Receive a certificate acknowledging your status as a proud member of Shop! the global retail network.



## 10. Financial Benefits and Savings:

- **Significant Savings:**

Your membership investment delivers over \$10,000 in savings and ROI. Enjoy substantial discounts on various services and products, including:

Shop! MasterClass: A Thought Leadership Series	<b>Up to \$1,170 savings</b>
Shop! Ideation & Retail Challenge	<b>\$400</b>
Shop! MarketPlace	<b>Up to \$1,800</b>
Shop! Event/Award Sponsorships	<b>Up to \$2,000 savings</b>
Shop! Entries for Events/Awards Globally	<b>15% savings</b>
Shop! OMA Awards	<b>\$700 savings per entry</b>
Shop! Design Awards	<b>\$150 savings per entry</b>
IRDC Attendance/Sponsorship	<b>Up to \$750 savings</b>
Shop! Media Marketing & Advertising	<b>Up to \$2,600 in discounts</b>
ECU Worldwide	<b>5% - 15% special member savings</b>
Estes Freight	<b>5% - 15% special member savings</b>
Oracle NetSuite	<b>Up to 40% special member savings</b>
SmartWork Media	<b>Up to 35% savings</b>



## 11. Highlight Your Company on Shop's Media Marketing & Advertising

- **Shop! Association Media Platform:**

Reach hundreds of thousands of suppliers/manufacturers, retailers, brands, and designers with the association's new and exciting media platform. Sponsor the association's website, e-News Bulletins, e-Product Bulletins, digital opportunities, webinars & education platforms. Special membership rates and offers are available! [View 2025 Media Planner here.](#)

- **VMSD Media Platform:**

Maximize your marketing reach by incorporating the 127-year-old iconic media brand VMSD (Visual Merchandising + Store Design). VMSD offers more than 500,000 monthly touch points to the industry's top retailers & designers in the industry. Other opportunities within SmartWork Media's brands include INSTORE (jewelry retailers), PETS+ (pet retailers), INVISION (eyecare professionals). Save up to 40% with your Shop! Association membership!

[View 2025 Media Planner here.](#)



**Your Benefits Await! Not a Member? Join Shop! Today.**



CONNECT



EVOLVE



SUPPORT



RECOGNIZE

## LEARN MORE ABOUT USING YOUR MEMBERSHIP BENEFITS TO THE FULLEST!



**DINA MEINDL**

Managing Director, Membership Services  
**E** dina@shopassociation.org  
**P** (646)-785-9590



**Leo van de Polder, SMP, MaRC**

Global Development Director  
**E** lpolder@shopassociation.org  
**P** 0031-(0) 6-51082565