

Bringing Research to Retail SM

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2016 PRI Marketing Opportunities

Thank you for your interest in working with the Platt Retail Institute.

Our marketing activities on behalf of your firm can raise its visibility to generate new clients, as well as establish your firm as an industry thought leader.

The following is a summary of our marketing services and the related costs. (Custom project pricing is not provided, as it depends upon the specific requirements in your scope of work.)

1. PRI Membership

Membership details can be found [here](#). Our members include:

ComQi
D3LED
Digital Signage Expo
Intel
NEC Display Solutions
Peerless-AV
Reflect
Scala
Touch Systems
Two West Communications

A one-year membership is \$5,000.

2. Sponsorship of the *Journal of Retail Analytics*

Journal sponsorship is available on a quarterly or annual basis. Two announcements regarding the publication's release are made each quarter to 8,500+ individuals on our email list. As well, visitors to our site will see promotional messages about your firm's sponsorship of the publication on our home page. Your firm's name will be prominently featured in the publication and a license to distribute the publication is granted. Sponsorship is \$2,500 per quarter. See the current and archived issues of the [*Journal of Retail Analytics*](#).

3. Technology Innovations Showcase

Promote your firm's newest product or service on our website's Technology Innovations Showcase. This is a highly visible product/service promotional opportunity. Placement in our technology innovations showcase is \$750/quarter or \$2,500/year. Additional information can be found [here](#).

4. Custom Research Articles and Case Studies

We can write custom research articles and/or case studies under your firm's name.

5. Research Sponsorship

In concert with leading universities and researchers, PRI undertakes extensive studies related to in-store marketing and customer-facing technology. These are published as [Working Papers](#) or [Research Articles](#). PRI research receives extensive media coverage (a recent example can be found [here](#)).

6. Educational Events

PRI can lead educational sessions for members of and guests of your firm. We can also develop educational topics in response to your firm's specific needs.

7. Event Sponsorship

Sponsorships are available for two annual PRI events – the PRI [Digital Retail Forum](#) at Digital Signage Expo and the Retail Analytics Council [Executive Development Program](#).

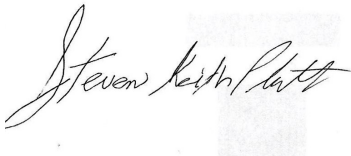
8. PR and Journal Placement

PRI maintains strong ties with many online and print publications (i.e., Digital Signage Connection, the National Retail Federation, Retail Information Systems News, Retail Wire, etc.). We can write articles and assist with the placement of specific stories in the trade and general press on your behalf.

9. Marketing Analysis and Planning

As we have a good understanding of customer-facing retail technologies, and a strong presence in both North America and the EU, we can help in the formulation of your firm's marketing plan and execution.

If you have any questions, please let me know.



Steven Keith Platt
Director and Research Fellow