

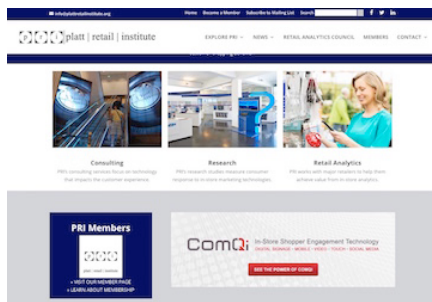
Bringing Research to RetailSM

Platt Retail Institute
PO Box 158
Hinsdale, IL 60522 USA
630.481.4976
contact@plattretailinstitute.org
www.plattretailinstitute.org
USA GERMANY SPAIN

2017 PRI Membership Benefits

In today's challenging business environment, you need every possible competitive advantage. Get that added dimension of insight by becoming a PRI Member. As a Member, you will align yourself and your organization with PRI's international range of clients and contacts for all-important leads and introductions. You will gain access to PRI's wealth of industry information and perspective, and have your firm actively promoted in various emails, on our website, and in our publications. You will partner with an organization known globally for its expertise in consulting and research. Industry insights, introductions, and brand exposure are some of the benefits of working with PRI. Other Member benefits include:

1. **Your Company's Logo on the home page of PRI's Website and on the Members' Landing Page:** Your company will have a rotating banner ad displayed on the home page of our website. Your section of the PRI Members page includes your logo, your company description, and buttons allowing viewers to see up to two case studies that you provide, as well as a link to your website and an email button for communication with your firm. You also will be able to showcase some of your projects by providing photos for the home page slide show, which will be displayed with a photo credit for your company.



NEC

SEND EMAIL | VISIT WEBSITE

Case Studies

- Scare Up Success in "Ghostbusters" Museum Exhibit
- Immersive Visualizations for Pennsylvania Construction Firm

NEC Display Solutions of America, Inc., a leading designer and provider of innovative displays, offers the widest range of products on the market, such as commercial- and professional-grade large-screen LCD displays, desktop LCD monitors, direct view LED displays, a diverse line of multimedia and digital cinema projectors, and integrated display solutions. Benefiting from the technologies of NEC Corporation and its own research and development, NEC produces leading-edge visual technology and customer-focused solutions for a wide variety of markets, including education, retail, transportation, broadcast, enterprise, healthcare, houses of worship, and many more. NEC is orchestrating a brighter world with the quality and reliability of its products and outstanding customer service.

2. **Innovations Page Ad:** Your company will be entitled to a complimentary ad in the Technology Innovations Showcase on the PRI website. This is a perfect opportunity to promote a new product or service your firm is offering.
3. **Your Company's Name listed in the *Journal of Retail Analytics*:** The leading source of research and insight in the industry, PRI's *Journal of Retail Analytics* is distributed to more than 8,500 retailers and decision-makers globally each quarter.
4. **Speaking Opportunities:** You may be offered the opportunity to moderate a panel or present at either a PRI-sponsored event such as the PRI Digital Retail Forum at Digital Signage Expo or another industry event. This may be an opportunity to showcase a project along with one or more of your clients.

5. **Publish Articles:** Your Company is invited to submit articles for publication and/or to participate in panel discussions to be featured in the *Journal of Retail Analytics*. Your firm may also be profiled in the *Journal*, an electronic, downloadable PDF with a distribution of more than 8,500 email addresses:

- 65 percent are end users including retailers, transit companies, and hospitality operators. Others include financial institutions, corporate networks, educational institutions, and public space venues such as stadiums.
- 25 percent are suppliers (including software and hardware firms, content suppliers, and consultants).
- 10 percent represent media outlets and others.
- Approximately 60 percent of these individuals are based in North America and 30 percent are found in Europe, with 10 percent in other regions (Asia, Middle East, South America, and Africa). Back issues of the Journal are available for download on the PRI website.

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6. **PRI Research Releases and Mass Communications:** During the year, PRI releases research and communicates other activities to its distribution list of more than 8,500 retailers and decision-makers. PRI member firms are noted on these releases.

7. **Accessibility:** Access PRI staff for lead generation, general questions, input, introductions, etc. Support for our member firms has included, for example, securing speaking opportunities, introductions to potential clients and joint venture partners, assisting in client presentations, webinar participation, compiling background information on potential clients and hires, writing sponsored research articles, developing training programs for sales staff, etc.

At a cost of US \$5,000 annually, PRI membership offers an outstanding value in terms of exposure for your firm, as well as access to our research and global contacts. By adding PRI's Annual Membership Program to your marketing mix, you will receive a significant increase in brand and product awareness, in addition to securing clients by targeting a highly focused and qualified audience. A one-time magazine ad, for example, can cost more than PRI membership, but you get the added value of exposure for 12 months.

PRI Members represent some of the leading firms in the industry, including:

- | | |
|---------------------------------|-----------------------|
| BarTender by Seagull Scientific | Intel |
| ComQi | LG Electronics USA |
| D3 LED | NEC Display Solutions |
| Digital Signage Expo | Reflect |

If you have any questions, please contact us. We look forward to working with you.