

# shop! WHITE PAPER SPONSORSHIPS

Shop! creates relevant and thought-provoking white papers and special reports based on our proprietary association research studies or in partnership with outside industry experts. These in-depth educational papers are often inserted in our industry magazine, *Retail Environments*, and also made available on our website to members and the industry at large.

White paper sponsorship is an opportunity for your company to be seen as a thought leader and supporter of important industry topics.

## Sponsor Exposure

- White papers are promoted via dedicated e-mail blasts and in all Shop! digital properties, including but not limited to *Retail Environments* weekly brief, Shop! Insights, Shop! Member Connect, and all social media accounts.
- Your logo appears anywhere the white paper is promoted, including the front page of the insert in *Retail Environments* magazine.
- Reprints: 200 copies for personal use with your full page ad on the back
- Bonus advertising space for your company in *Retail Environments* magazine

## 2017 White Papers available include:

- “ROI on In-store Marketing and P-O-P” will be inserted in the September Marketing at Retail issue of *Retail Environments*. The paper presents new ROI standards and best practices that capture the value of in-store marketing, helping to validate pricing, business practices, and job functions.
- “Reinventing Customer Experience” will be inserted into the May issue of *Retail Environments*. The report draws from two major new papers on CX: Pine & Gilmore’s “Distinctive Experiences,” appearing in the current issue of the Shop! Journal of Shopper Research, and “Reinventing CX: Mastering the Experience” by JGA Chairman Ken Nisch, appearing in the new, 5th Edition of the Shop! Marketing at Retail textbook.

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