THOUGHT LEADERSHIP

SHOP! WEBINARS

Custom webcasts provide companies with a focused way to connect with their target audience via a web-based presentation organized by Shop!

Shop! has a unique opportunity to position your company as an industry thought leader while providing education in your category of products or services.

This education forum is designed to offer thought-provoking insights on products and services and how they benefit retailers, brands and manufacturers to further the industry.

THE MEMBER PROVIDES
1. The presentation content
2. The speaker

SHOP! PROVIDES
1. **Marketing support** -- Extensive print and digital promotion, including but not limited to Retail Environments magazine, Shop! website, association newsletters and proprietary targeted e-blasts
2. **The technical platform** for delivering the webinar including registration, moderator, webinar set-up, webinar delivery
3. **Archive of webinar** on Shop! website
4. **List of registrants** with contact information pre- and post-event

EXAMPLES INCLUDE INFORMATION THAT...
- Demonstrates proven ROI with a particular product or service
- Shows how elements such as flooring, lighting or fixtures, etc., improves store traffic
- Tells what types of in-store products successfully attract Millennials or other important demographic groups
- Offers a case on the benefits of using a specific product or service
- Offers educational content for retail and brand professionals or for Shop! members

**TOTAL INVESTMENT $5,000**

To learn more about reaching your audience via Shop! marketing opportunities, contact:
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