THOUGHT LEADERSHIP
SHOP! WHITE PAPER PARTNERSHIP

This highly credible marketing tool helps you present your company as an industry thought leader while generating high-quality leads.

White papers are one of the most effective ways to align your company with valuable, thought-provoking content. Through this special partnership opportunity, Shop! will work with your company to create an in-depth white paper on a topic relevant to our industry and your business.

Educational white papers are created in partnership with the Shop! research team and inserted into our print and digital editions of Retail Environments magazine. They also are posted on the Shop! website for members and the industry at large and distributed via social media, e-newsletters and email.

INVESTMENT: $15,000

• Full 8-page White paper inserted in Retail Environments print and digital magazine or Buyers’ Guide special edition
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• One full-page ad in the same issue of Retail Environments magazine
• pdf of the final paper for your own use
• White paper distribution promotions via association’s email, social media and e-newsletters
• Logo and company recognition on white paper and in promotions of paper
• Collaboration and inclusion of company information to assist in authoring of white paper
• Exclusive e-blast for company use at own discretion.
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