

Benefits of membership

INSIGHTS | **MARKETING & VISIBILITY** | **EVENTS & CONFERENCES** | **EDUCATION & TRAINING** | **RESEARCH SERVICES** | **INDUSTRY KNOWLEDGE** | **SUSTAINABILITY**

POP AI is a progressive industry association, promoting **best practice**, dedicated to enhancing the **total shopper experience**. Here's how you'll benefit from joining...





Insights

FREE and EXCLUSIVE to POPAI members!

POPAI has three exclusive search engines allowing unlimited access to thousands of in-store images, documents and Award case studies.

- » **Boxfile** - over 400 documents - presentations, insight reports, global retail trends and magazine back issues
- » **Benchmark** - over 2,000 POPAI Award entries from the past 11 years
- » **POPwatch** - over 10,000 in-store photos covering 100's brands and retailers



Marketing & Visibility

- » Add to your company's credibility
- » Listing in the members directory on popai.co.uk
- » Listing in the annual Member Services Guide
- » Discount on advertising opportunities in In-Store Insights Magazine
- » Sponsorship opportunities exclusive to members
- » POPAI Award entries at discounted rates



Events & Conferences

- » Join over 1,000 attendees a year at our events to share, debate and network
- » Enjoy FREE attendance to five shopper seminars a year to gain unique insight from leading brands, retailers and suppliers
- » DISCOUNTS on entry for all paid-for events such as the POPAI Annual Retail Marketing Conference
- » 5% DISCOUNT on stands at RetailEXPO



Education & Training

- » FREE access to two eCourses - the UK's only dedicated P-O-P online courses
- » 50% discount on other eCourses and Unlimited Access Packages available
- » DISCOUNT on the POPAI Shopper Marketing Foundation Course (one-day course)
- » Access face-to-face training sessions delivered in your offices
- » Create bespoke face-to-face training courses designed to meet the specific needs of your own staff of key clients



Research Services

- » Independent research service
- » Bespoke services available including shopper behaviour analysis, in-store audits, and effectiveness measurement.



Industry Knowledge

- » EXCLUSIVE subscription to In-Store Insights, POPAI's official quarterly publication containing 16 reports a year.
- » Receive POPAIWeekly emails updating you on all activities
- » A free online legal helpline exclusive to members



Sustainability

- » FREE unlimited access to ConVert - the world's first online environmental calculator dedicated to P-O-P
- » Sign up to the POPAI Sustainability Standard (PSS) and undergo Accreditation for a nominal fee
- » Demonstrate your commitment to reducing the environmental impact of displays

Annual Corporate Membership Fee: £1695 +VAT

Discover more, visit: popai.co.uk/whyjoin
Or contact: info@popai.co.uk | 01455 613651

