

Benefits of membership

ONLINE LIBRARY | MARKETING & VISIBILITY | EVENTS & CONFERENCES | EDUCATION & TRAINING | RESEARCH SERVICES | INDUSTRY KNOWLEDGE | SUSTAINABILITY

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





Online Library

Free and exclusive to members!

POPAl's online library is searchable by brand, retailer and sector. Improve team and campaign performance in-store across the full range of P-O-P activity, with access to our extensive POPAl Library. Includes:

- » Thousands of in-store POPwatch photos covering 100's of brands and retailers – growing daily!
- » Over 1,500 Award case studies
- » Presentations from top brands and retailers
- » Research reports and case studies
- » Global Retail Trend reports and Postcards
- » Technical guides on topics such as Plastics and Printing



Marketing & Visibility

- » Add to your company's credibility
- » Listing in the members directory on popai.co.uk
- » Discount on advertising opportunities in In-Store Insights Magazine
- » Sponsorship opportunities exclusive to members
- » POPAl 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 four seminars a year to gain unique insight from top brands and retailers and suppliers
- » 50% discount on entry for all paid-for events such as the POPAl Annual Retail Marketing Conference and special technical seminars



Education & Training

- » Create bespoke face-to-face training courses designed to meet the specific needs of your own staff or key clients
- » Discounts on the POPAl eCourse - the UK's only dedicated P-O-P online training course



Research Services

POPAl can act as an independent research service for members and their clients, with preferential rates on bespoke services, including:

- » In-store filming
- » Eye-tracking & vision-tracking
- » Intercept interviews
- » Shopper behaviour analyses
- » Store audits
- » Accompanied shops



Industry Knowledge

- » Free subscription to In-Store Insights, POPAl UK & Ireland's official quarterly magazine
- » Access to POPAl's global network of offices, covering 25 countries around the world
- » A free online legal helpline exclusive to members



Sustainability

- » Sign up to the POPAl Sustainability Standard to enjoy unlimited annual access to ConVert – the world's first online environmental calculator dedicated to P-O-P
- » Opportunity to become PSS accredited demonstrating your commitment to reducing the environmental impact of your displays

Annual Corporate Membership Fee: £1595 +VAT

Discover more, visit: popai.co.uk/whyjoin

Or contact: Phil Day, | phil@popai.co.uk | 07771 540 470