



Shop.org Retail Member Complimentary Pass

Shop.org Retail Members receive 1 free pass (per company) per Shop.org event. Membership will be verified before registration is processed as well as company's pass availability.

PART 1: ATTENDEE INFORMATION

Please fill out entire registration form completely. (One form per person.) *This section must be completed for registration processing.*

- Yes No My company/employer is a **RETAILER**.
 Yes No I wish to start/renew my **FREE** subscription to *STORES* Magazine.
 Yes No My attendee information can be distributed to exhibitors/sponsors.
 Yes No I would like to subscribe to **NRF SmartBrief**.
 Yes No I would like to subscribe to **Shop.org SmartBrief**.

NAME: _____ MR. / MRS. / MS.

 JOB TITLE: _____

 COMPANY: _____

 ADDRESS: _____

 CITY: _____ STATE: _____

 POSTAL CODE: _____ COUNTRY: _____

 PHONE: _____ FAX: _____

 EMAIL: _____

Area of Responsibility

Which of the following areas most closely defines your business responsibility?

- 1 Traditional/Brick and Mortar 3 Combination of Traditional and Online
 2 Online/Digital 4 _____ (other)

Primary Business Focus

- | | |
|---|---|
| 6 <input type="checkbox"/> Marketing | 12 <input type="checkbox"/> Senior Management |
| 1 <input type="checkbox"/> Advertising | 7 <input type="checkbox"/> Merchandising |
| 13 <input type="checkbox"/> Strategy | |
| 2 <input type="checkbox"/> Branding | 8 <input type="checkbox"/> Media Buying |
| 14 <input type="checkbox"/> Technology | |
| 3 <input type="checkbox"/> Business Development | 9 <input type="checkbox"/> Operations |
| 15 <input type="checkbox"/> _____ (other) | |
| 4 <input type="checkbox"/> Creative | 10 <input type="checkbox"/> Promotions |
| 5 <input type="checkbox"/> CRM | 11 <input type="checkbox"/> Public Relations |

Title/Level

- | | |
|---|--|
| 3 <input type="checkbox"/> Senior Executive | 6 <input type="checkbox"/> Director |
| 1 <input type="checkbox"/> CEO/COO | 4 <input type="checkbox"/> Creative Director |
| 7 <input type="checkbox"/> Consultant | |
| 2 <input type="checkbox"/> CMO | 5 <input type="checkbox"/> Manager |
| 8 <input type="checkbox"/> _____ (other) | |

Type of Store/Business

- | | |
|--|--|
| 6 <input type="checkbox"/> Home/Domestics | 12 <input type="checkbox"/> Consultant |
| 1 <input type="checkbox"/> BigBox/SuperStore | 7 <input type="checkbox"/> Internet/Interactive |
| 13 <input type="checkbox"/> Service Provider | |
| 2 <input type="checkbox"/> Department | 8 <input type="checkbox"/> Mass Media |
| 14 <input type="checkbox"/> Agency | |
| 3 <input type="checkbox"/> Discount | 9 <input type="checkbox"/> Pharmacy |
| 15 <input type="checkbox"/> Manufacturer/CPG | |
| 4 <input type="checkbox"/> Electronics | 10 <input type="checkbox"/> Specialty/Apparel |
| 16 <input type="checkbox"/> _____ (other) | |
| 5 <input type="checkbox"/> Food | 11 <input type="checkbox"/> Specialty/Hard Goods |


How Did You Learn

- | | |
|--|--|
| 2 <input type="checkbox"/> Direct Mail | 5 <input type="checkbox"/> Email |
| About This Conference? | 3 <input type="checkbox"/> Ad in STORES Magazine |
| | 6 <input type="checkbox"/> Trade Press |
| 1 <input type="checkbox"/> Web Site | 4 <input type="checkbox"/> Colleague |
| | 7 <input type="checkbox"/> _____ (other) |

Visit our website at www.nrf.com/innovate10

PART 2: REGISTRATION SELECTION

- Full Registration** — admission to all Innovate events, held March 2-4 at the Westin St. Francis.
 Mobile Boot Camp — admission to the March 2nd, Boot Camp held at the JW Marriott.

 Please indicate if you require special services.
 Yes No If yes, please list:

PART 3: REGISTRATION COMPLETION

Fax form for processing.

Fax #: 202-783-0581

Questions?

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