



## ***Debunking the Retail Apocalypse***

### ***IHL Multi-Client Research Study/Webinar Sponsorship Opportunity***

This study will include an exhaustive look at the number of stores opening and closing among retailers with 50 or more locations. The mainstream press narrative has been incredibly negative and ignoring the realities that Retail in the US is up over 4% year over year. This study will look at not just a handful of retailers but over 2,000 retailers and evaluate store trends. It will be augmented with other additional research on store growth plans and IT expenditures for 2017/2018.

*Research complete by 7/30/2017*

*Study by 8/20/2017*

*Webinar 8/24/2017*

#### **Title Sponsorship – \$15,000**

- Title Sponsorship on Study and inclusion in press release
- Distribution rights to customers, partners, analysts, investors
- Title Sponsorship of IHL Webinar on results
- Readout of detailed results for executive team

#### **Gold Level – \$10,000**

- Sponsorship of Study and inclusion in press release
- Enterprise license of study for use internally (no distribution rights)
- Sponsorship of IHL Webinar on results
- Readout of detailed results for executive team

#### **Silver Level – \$5,000**

- Sponsorship of Study and inclusion in press release
- Enterprise license of study for use internally (no distribution rights)

**Deadline – July 30<sup>th</sup>**

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