



Retail's Radical Transformation/Real Opportunities

Beyond the "Retail Apocalypse" to a Bright Future

IHL Multi-Client Research Study/Webinar Sponsorship Opportunity

Reprising our most successful study "**Debunking the Retail Apocalypse**" with over 2,100 downloads, this study will include an exhaustive look at the number of stores opening and closing among retailers with 50 or more locations, what separates those who succeed and fail, the changing landscape of the customer experience and how Amazon Prime is changing shopping behavior. The mainstream press continues to push the narrative of the death of retail yet US retail is not only up 5% for the year, but thousands of stores are opening above any closures announced. This study will look at not just a handful of retailers but over 2,000 retailers and evaluate shopping trends from new consumer research. It will be augmented with other additional research on store growth plans and IT expenditures for 2018/2019.

Research complete by 8/10/2018

Study by 8/24/2018

Webinar 8/29/2018

Title Sponsorship – \$15,000

- Title Sponsorship on Study, branding 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 for Inclusion – July 31st

Greg Buzek
greg@ihlservices.com
615-591-2955

Jerry Sheldon
jerry@ihlservices.com
321-453-5870

Kelly Sayre
kelly@ihlservices.com
320-260-0432

