



Retail's Renaissance – A Growth Story

The True Story of Store Openings/Closings and the Future of Retail

IHL Multi-Client Research Study/Webinar Sponsorship Opportunity

The mainstream news has written story after story of the demise of retail for the sake of headlines. The problem is this is based on incomplete data. The truth? Not only did US retail grow by \$232b in 2017 and \$250b in 2018 with store increases in both years, but through May of 2019 the retail economy is up another \$77b (the equivalent of adding the total annual revenues of Macy's, Dollar General, Autozone and Starbucks in the first 5 months!)

For the 3rd year, IHL is producing a study to get to the truth on store openings and closings with data from over 1,600 retailers that have at least 50 stores. For the first 2 years this study has had over 3,200 downloads and shared leads for sponsors. This year's 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 what leading retailers are doing to separate themselves. Your company can be a part of getting this good news out there. All sponsorship levels include shared leads from the downloads.

Research complete by 7/19/2019
Study by 8/9/2018
Webinar 8/16/2018

Title Sponsorship – \$15,000

- Title Sponsorship on Study, branding and inclusion in press release
- Distribution rights of study to customers, partners, analysts, investors
- Title Sponsorship of IHL Webinar on results
- Readout of detailed results for executive team
- Detailed list of retailers and their openings and closings (internal use only)

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
- Detailed list of retailers and their openings and closings (internal use only)

Silver Level – \$5,000

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

Contact us - Deadline for Inclusion – July 24th

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

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

