



Retail's Shakeout and Growth Story

Rise and Fall of Retail Locations in Covid and Going Forward

IHL Multi-Client Research Study/Webinar Sponsorship Opportunity

The pandemic saw the fall and subsequent rise of many retailers. Where have things shaken out? More importantly, what does the future hold in terms of retail and restaurant locations? Properties are being remodeled to include micro-fulfillment centers, dark stores and dark kitchens are being added in rapid fashion, and others are simply adding or contracting stores.

IHL is once again producing a study to get to the truth on store openings and closings with data from over 1,000 retailers that have at least 50 stores. This is by far our most popular study for downloads, with over 4,500 report downloads from previous studies. This year's study will include a 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. All sponsorship levels include shared leads from the downloads.

Research complete by 7/30/2021
Study by 8/15/2021
Webinar 8/16/2021

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 30th

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