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**PRC PRIVILEGE
MEMBERSHIP OFFER**
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PRC PRIVILEGE CLUB: ANNUAL PACKAGES & BENEFITS

BRANDS AND RETAILERS	Membership Eligibility A. Independent Retailers with one store B. Alternate Channel/ Online Retailers C. D2C	Membership Eligibility A. Independent Retailers/MBOs with more than one store B. Alternate Channel/ Online Retailers	Membership Eligibility A. Regional Retailers/ Chains B. Brands with Own Brand Outlets/ Shop-in-shops C. Convenience/ Specialty Chain Stores D. Alternate Channel/ Online Retailers	Membership Eligibility A. National Large Format Chains B. Alternate Channel/ Online Retailers C. Cash & Carry / Wholesale	Membership Eligibility A. Retailers with presence in multiple verticals/ segments/ formats + Franchise/ Distribution/ Licensing/ Own Brand operations
	PRELIM MEMBERSHIP	BRONZE MEMBERSHIP	SILVER MEMBERSHIP	GOLD MEMBERSHIP	PLATINUM MEMBERSHIP
Categories	₹30,000	₹50,000	₹1,00,000	₹2,00,000	₹5,00,000
All Inclusive Annual Fee (GST extra)	₹30,000	₹50,000	₹1,00,000	₹2,00,000	₹5,00,000
BENEFITS					
Advertisements in Images Retail, Images Business of Fashion, Shopping Centre News & Progressive Grocer Magazines	NA	NA	1 page, worth ₹75,000	2 pages, worth ₹1,50,000	4 pages, worth ₹3,00,000
Feature/s, editorial coverage (subject to editorial guidelines) in relevant IMAGES publications/Research Books/Coffee Table Books/online (data & information to be provided by members) (coverage as per member category)	Subject to editorial approval (1 page only)	2 Pages, PR value worth ₹1,00,000	4 Pages, PR value worth ₹2,00,000	8 Pages, PR value worth ₹4,00,000	16 Pages, PR value worth ₹8,00,000
Brand banners on Indiaretailing.com/ EDMs (applicable as per category)	NA	Promo Banners Value up to ₹50,000	Promo Banners Value up to ₹100,000	Promo Banners Value up to ₹200,000	Promo Banners Value up to ₹500,000
Corporate Films, Campaign Videos, Case Studies etc in relevant Newsletter/ Websites	NA	NA	1 video for 1 week on home page worth ₹200,000	2 videos for 1 week each on home page worth ₹400,000	10 videos for 1 week each on home page worth ₹20,00,000
**Delegate Pass for Phygital Retail Convention (PRC). Special Invite for Power Breakfasts, Networking Lunches, Awards & Gala Dinners	a. 1 Pass free (Ground Event) or b. 4 Passes (PRC Virtual Event)	a. 1 Pass free (Ground Event) or b. 8 Passes (PRC Virtual Event)	a. 2 Passes free (Ground Event) or b. 16 Passes (PRC Virtual Event)	a. 4 Passes free (Ground Event) or b. 32 Passes (PRC Virtual Event)	a. 8 Passes free (Ground Event) or b. 64 Passes (PRC Virtual Event)
**Delegate Pass for other IMAGES Group events. (*Extra passes at special member price.)	NA	a. 1 Pass for any other 1 ground annual event or b. 8 Passes for Virtual Event	2 Passes each for any other 2 annual event or b. 16 Passes for Virtual Event	4 Passes spread over 2 other annual event or b. 32 Passes for Virtual Event	8 Passes spread over 4 other annual event or b. 64 Passes for Virtual Event
Digital Research Reports / e-Subscription	eResearch Reports / E-Subscription worth ₹5,000	eResearch Reports / E-Subscription worth ₹10,000	eResearch Reports / E-Subscription worth ₹20,000	eResearch Reports / E-Subscription worth ₹30,000	eResearch Reports / E-Subscription worth ₹50,000
Business Networking	NA	5 existing member connections	10 existing member connections	15 existing member connections	20 existing member connections
Coverage under 'Who's Who' (leadership profiles/ features on indiaretailing.com)	NA	Yes, PR value worth ₹50,000	Yes, PR value worth ₹50,000	Yes, PR value worth ₹50,000	Yes, PR value worth ₹50,000
***Exemption on IMAGES Retail Awards nomination	NA	Processing fee waiver upto 1 nomination	Processing fee waiver upto 2 nominations	Processing fee waiver upto 4 nominations	Processing fee waived off
Branding on phygitalretailconvention.com	Member's logo with URL (PR value worth ₹50,000)	Member's logo with URL (PR value worth ₹50,000)	Member's logo with URL (PR value worth ₹50,000)	Member's logo with URL (PR value worth ₹50,000)	Member's logo with URL (PR value worth ₹50,000)
Lounge Access at PRC	Members' exclusive lounge access for business meetings	Members' exclusive lounge access for business meetings	Members' exclusive lounge access for business meetings	Members' exclusive lounge access for business meetings	Members' exclusive lounge access for business meetings

MEMBERS CAN UPGRADE TO ANY MEMBERSHIP PACKAGE AS PER THEIR CHOICE OF DELIVERABLES

Deliverables are subject to submission of inputs/ confirmations/ approval/ additional charges wherever applicable by specific dates/deadlines as communicated to members.

** In case there will be no ground event we will issue passes for virtual events.

***Special fee ₹ 7,500 plus tax per nomination processing fee over and above the entitlement

Advertisement issue/month to be confirmed in advance. Material to be submitted by 25th of the previous month

Deliverables are subject to change without notice.

Additional Benefits: Prioritised processing of application for IRF Trusted Mark Certification