

Membership bonuses in POPAI CE

POPAI CENTRAL EUROPE, as part of the global SHOP!/POPAI network, has been developing the field of retail communication and supporting its members since 2001.

Join us and become part of a prestigious association whose members are recognized as trustworthy professionals representing the quality standard of the retail industry.

Services provided to POPAI CE members as part of membership benefits are described on the following pages...



Promotion and Visibility of Member Companies - Free of Charge

- Year-round free promotion of members, news, achievements, activities, projects, or changes across our communication channels: on the popai.cz website (member section and News section), on our LinkedIn and YouTube profiles, and in the regular monthly newsletter "POPai Impulse" distributed to the database of industry professionals.
- Video reports and interviews produced exclusively for members.
- Presentations at the international industry event POPAI DAY, at all other POPAI CE events, and at partner events.
- POPAI CE regularly cooperates with professional media in the Czech Republic and Slovakia.

Networking

- The active POPAI CE communication platform provides members with numerous opportunities to exchange experience, know-how, and collaborate.
- Networking opportunities and speed dating at year-round member meetings combined with professional programs: seminars, conferences, panel discussions, workshops, networking parties, and gala evenings.
- **Bonus for members with a premium membership fee:**
 - Opportunity for priority speaking slots and presentations at professional and networking events.

Regular Information Service Exclusively for Members

- Priority access to industry information and materials from retail and in-store marketing: research studies, proceedings, reports, articles from professional media, and expert publications from both domestic and international sources.
- Calendar of selected marketing-at-retail events: monitoring of professional events (conferences, seminars, exhibitions, trade fairs, competitions) in the Czech Republic and abroad, including organizer contacts.
- Invitations to selected domestic and international industry events.



Continuous Professional Program for Expanding Knowledge in Retail and Marketing Communicatio

- Free participation for 2 representatives from each member company at all events within the annual professional program. Additional representatives receive a 50% discount on the registration fee

- **Bonus for members with a premium membership fee:**

Free participation for 5 representatives from each member company at all events of the annual professional program. Additional representatives receive a 50% discount on the registration fee.

- Events are organized monthly throughout the year:

POP AI University educational program (seminars, certified courses, workshops),

POP AI FORUM conference,

POP AI DAY gala evening,

POP AI CE Networking Party.

- Opportunity to actively participate in the creation of programs of POP AI CE specialized sections (Client Club, program for POP manufacturers and suppliers, Digital Communication section, Promotional Products section).

- Discounted participation in the POP AI AWARDS competition – POP AI CE members receive a 50% discount on the entry fee.

- Discounted participation in international competitions Shop! GLOBAL AWARDS and POP AI AWARDS Paris.



Cooperation with Secondary and University Schools specializing in Marketing Communication

- Priority partnership in the POPAI STUDENT AWARD competition, where students create POP material designs and in-store communication campaigns based on specific partner briefs.
- Opportunity to establish contacts and cooperate with a new generation of designers and future marketing communication professionals through the competition and other educational activities with schools.

Improving Strategy Through Research

- Participation in POPAI CE research projects and priority access to information and selected outputs, including:
 - research measuring the effectiveness of POP,
 - analyses of consumer behavior in-store and its influence on purchasing decisions,
 - research among advertisers and retail representatives on attitudes toward POP and changes in the retail market,
 - monitoring investments in in-store communication,
 - POP semiotics guide,
 - research analyzing the current market for gift and promotional items,
 - research focused on digital communication, etc.
- Information on international marketing-at-retail research, including selected outputs...
- **Bonus for members with a premium membership fee:**
10% discount on the partner fee if a POPAI CE member supports a research project as a partner.



Being Part of an Extensive Global Network. Draw knowledge and know-how through the central organization and international branches.

- Sharing, networking, and collaboration opportunities with colleagues within the global Shop!/POPai network through individual branches of the global association.
- Access to benefits offered by the global Shop! headquarters (subscription to professional information, publications, newsletters and magazines, participation in educational programs and competitions, and more).

Being Part of a Strong Industry Association Members are recognized as serious and trustworthy professionals representing the quality standard of the industry.

- Sharing Members are recognized as serious and trustworthy professionals representing the quality standard of the industry.
- Definition of proper moral principles and ethical behavior of all members within the POP industry based on the POPAI CENTRAL EUROPE Code of Ethics.
- Opportunity to actively influence developments in the field of in-store marketing communication.

POPai CE offers two membership fee options:

- Standard membership fee:
30,000 CZK + VAT per calendar year.(1,200 EUR)
- Premium membership fee:
50,000 CZK + VAT per calendar year.(2,000 EUR)



Contacts and Information



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