



# POI Membership Benefits

<https://poinstitute.com/membership>

## POI CPG MANUFACTURER AND RETAILER 1 YEAR MEMBERSHIP INCLUDES:



### Virtual Summits

Includes registration to POI's Virtual Summit events and post-event on-demand recording access.



### Live Summit Attendance

Join POI Summits with 3 complementary passes to use throughout the year. Advance your commercial capabilities in the areas of: Analytics & Optimization, Data Management, Pricing & RGM, Trade Promotion, Ecommerce, Digital and Retail Execution. Also hear peer-set strategies, learn modern approaches, explore vendor capabilities and services, and optimize the perfect store retail experience. Each summit is valued at \$1,995.



### Access to the POI Membership Only Portal

Access the latest in industry research, publications and reports.

*TPx and RetX Vendor Panoramas will only be accessible through the POI Membership portal. The vendor panoramas provide objective, primary research, strategy, industry benchmarking and thought leadership to support your organizations investigation into new capabilities & solutions and helps your team know what's possible in the TPx and RetX space.*

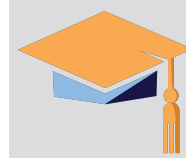
*POI Summit Presentations will only be accessible through the POI Membership portal.*



### POI Manufacturer Connect

Quarterly manufacturer call connecting CPG industry peers. Attendees value the POI forum to ask questions, group share, expand thought leadership, and carry ideas and strategy back to their organizations.

*Change: Starting in July 2020, all POI Manufacturer Connect calls will be limited to POI members.*



### CCM Attendance Enrollment

Get certified as a Collaborative Marketer! This exclusive certification program is specifically designed to develop the skills of current and future leaders in Food & CPG.

\$5,000 value

*Experience the Value of Your  
Organization Becoming a POI Member*



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### Individual Membership Value:

POI Virtual Summits	\$199 per summit
Live Summits	\$1,995 per attendee per summit
POI Member Portal Access	Unlimited insights and value: Research, Reports, & Best Practices. TPx/RetX Panorama value, \$1,495 per report
POI Manufacturer Connect	Unlimited insights and value: Sharing, Best Practices, Strategic and Tactical ideas
<b>Individual Manufacturer/Retailer Value</b>	<b>Minimum \$8189 to unlimited potential...</b>

**POI Individual Membership Investment** **\$499.00 USD**

### Team Membership Value: (Up to 10 Members)

POI Virtual Summits	\$1,990 team value
Live Summits	\$59,850 team value
POI Member Portal Access	Unlimited insights and value: Research, Reports, & Best Practices. TPx/RetX Panorama value, \$1,495 per report.
POI Manufacturer Connect	Unlimited insights and value: Sharing, Best Practices, Strategic and Tactical ideas
<b>CCM Attendance Enrollment</b> one scholarship per manufacturer/retailer	\$5,000 scholarship value
<b>Team Manufacturer/Retailer Value</b>	<b>\$68,330 team of 10 value to unlimited potential...</b>

**POI Team Membership Investment** **\$2995.00 USD**

**Sign up for POI Team Membership by May 21, 2021**  
**Receive one Advisory Briefing Call-value \$3,500**

Gain value through one 2-hour informal call specific to your manufacturer/retailer with a POI industry expert, equipped to guide your organization from an objective perspective. Get answers to impromptu questions and help with your organizations strategy.

Add 5 additional  
team members for  
\$499 with your team  
membership