



# POI Membership Benefits

<https://poinstitute.com/membership>

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



### Post-Event On Demand Access

Members have on-demand access to all POI live, hybrid and virtual summit presentations and recordings, in the member-only portal.



### Summit Attendance

Join POI Summits with 3 complimentary 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.

*EPx\* 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 EPx and RetX space.*

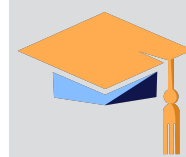
*POI Summit Presentations will only be accessible through the POI Membership portal.*



### 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.

*Manufacturer connect calls are exclusive to POI members.*



### POI CCM Certification 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

\*EPx = Enterprise Planning, which includes TPx (TPM, TPO, ROI), RGM, Headquarter Planning, IBP Food Services etc.



# POI Membership Benefits

<https://poinstitute.com/membership>

## POI CPG MANUFACTURER AND RETAILER 1 YEAR MEMBERSHIP INCLUDES

### Individual Membership Value:

Summit Attendance	\$1,995 per attendee per summit
POI Member Portal Access	Unlimited insights and value: Research, Reports, & Best Practices. EPx/RetX Panorama value, \$5,000 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>
<b>POI Individual Membership Investment</b>	<b>\$599.00 USD</b>

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

Summit Attendance	\$59,850 team value
POI Member Portal Access	Unlimited insights and value: Research, Reports, & Best Practices. EPx/RetX Panorama value, \$5,000 per report.
POI Manufacturer Connect	Unlimited insights and value: Sharing, Best Practices, Strategic and Tactical ideas
<b>CCM Attendance Enrollment</b>	<b>\$5,000</b>
<small>scholarship value-one scholarship per manufacturer/retailer</small>	
<b>Team Manufacturer/Retailer Value</b>	<b>\$68,330 team of 10 value to unlimited potential...</b>
<b>POI Team Membership Investment</b>	<b>\$3500.00 USD</b>

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

Add 5 additional  
team members for  
\$599 with your team  
membership!