



## IFF ANNUAL MEMBERSHIP & DELIVERABLES\*

**YOUR  
ACCESS  
TO THE  
FUTURE OF  
FASHION**

MEMBERSHIP ELIGIBILITY	PRELIM MEMBERSHIP	BRONZE MEMBERSHIP	SILVER MEMBERSHIP	GOLD MEMBERSHIP	PLATINUM MEMBERSHIP
<b>RETAILERS</b>	A. Fashion Retailers	A. Fashion MBOs/ Independent Retailers	A. Regional Chains - 3 or more stores/ Brands with Owned Brand Outlets/Shop-in-shops	A. National Department Stores/ Large Format Fashion stores B. Online Retailers	A. Groups with Multiple Retail Formats + Franchise/ Distributor/ Licensing/ Own Brand Operations
<b>NON RETAILERS</b>	B. Fashion Startups in manufacturing/ processing C. Fashion Startups Support & Enablers	B. Exporters, Manufacturers & Buying Houses of Fashion Lifestyle Products C. Trims & Embellishments D. Fashion Franchisees & Distributors E. Fashion Startups Support & Enablers	B. Fashion & Lifestyle Brands (without own stores/SIS) C. Fibres Fabrics & Finishes		
<b>All Inclusive Annual Fee (GST extra)</b>	<b>₹15,000</b>	<b>₹25,000</b>	<b>₹50,000</b>	<b>₹1,00,000</b>	<b>₹2,00,000</b>
Advertisement for Retailers Only (Business of Fashion or IMAGES Retail)	NA	NA	NA	1 Page (worth ₹50,000)	2 Pages, (worth ₹1,00,000)
Feature/s, editorial coverage subject to Editorial guidelines in relevant IMAGES Publications/ Research Books/ Coffee Table Books, Online Media (Content to be provided by members)	Subject to editorial approval	1 Page, PR value worth ₹50,000	2 Pages, PR value worth ₹1,00,000	5 Pages (PR value worth ₹2,50,000)	10 Pages (PR value worth ₹5,00,000)
Promo Banners on Indiaretailing.com portal /EDM (applicable as per category)	NA	NA	Promo Banners Value up to ₹50,000	Promo Banners Value up to ₹1,00,000	Promo Banners Value up to ₹2,00,000
Corporate Films, Campaign Videos, Case Studies etc in relevant Newsletter/Websites	NA	NA	NA	One video for 1 week on home page	One video for 2 weeks on home page
Delegate Pass for India Fashion Forum (Conference, Master Classes, Workshops, Exhibitions, Trend Arenas & India Brand Show)	1 Privilege Delegate Pass worth ₹17,700	1 Privilege Delegate Pass worth ₹17,700	2 Privilege Delegate Passes worth ₹35,400	4 Privilege Delegate Passes worth ₹70,800	8 Privilege Delegate Passes worth ₹1,41,600
Special Pass for Power Breakfasts & Networking Lunches, IMAGES Fashion Awards & Gala Dinner	1 Privilege Delegate Pass	1 Privilege Delegate Pass	2 Privilege Delegate Passes	4 Privilege Delegate Passes	8 Privilege Delegate Passes
a. Research Reports & Publications-Print & Online b. Subscription - Print & Online (Business of Fashion & Images Retail)	a. Research Reports worth ₹2,500 b. E-Subscription : ₹1,800	a. Research Reports worth ₹5,000 b. E-Subscription : ₹1,800	a. Research Reports worth ₹10,000 b. Subscription : ₹1,800	a. Research Reports worth ₹20,000 b. Subscription : ₹1,800	a. Research Reports worth ₹40,000 b. Subscription : ₹1,800
Business Connections	NA	10 existing member connects	15 existing member connects	30 existing member connects	60 existing member connects
CEO's picture & profile on 'Who's Who' on indiaretailing.com	NA	NA	Yes, PR value worth ₹50,000	Yes, PR value worth ₹50,000	Yes, PR value worth ₹50,000
Speaker / Panel discussion opportunities	Subject to board approval	Subject to availability of slots	Subject to availability of slots	Subject to availability of slots	Subject to availability of slots
Branding at India Fashion Forum website	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)
IMAGES Fashion Awards waivers	2/3rd waiver on awards processing fee (in applicable category)	2/3rd waiver on awards processing fee (in applicable category)	2/3rd waiver on awards processing fee (in applicable category)	2/3rd waiver on awards processing fee (in applicable category)	2/3rd waiver on awards processing fee (in applicable category)
Lounge Access at India Fashion Forum	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
Catalogue wall at India Fashion Forum	Display & distribution of catalogues/ company brochures (Quantity 70)	Display & distribution of catalogues/ company brochures (Quantity 100)	Display & distribution of catalogues/ company brochures (Quantity 150)	Display & distribution of catalogues/ company brochures (Quantity 200)	Display & distribution of catalogues/ company brochures (Quantity 300)
<b>ROI for Members: 500%</b>	<b>₹72,000</b>	<b>₹1,24,500</b>	<b>₹2,97,200</b>	<b>₹5,92,600</b>	<b>₹10,83,400</b>

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

\*Deliverables are subject to submission of inputs/ confirmations/ approvals/ additional charges wherever applicable by specific dates/ deadlines as communicated to members. Deliverables are subject to change without notice.

**Additional Benefits:** ► Special Packages to join IFF Delegations for national & international retail trade shows. ► Priority in processing of your application for 'Trusted Mark' Certification.