

In-Store Implementation Network™

MEMBERSHIP INFORMATION – 2010

About the ISI Network:

The ISI Network is a membership organization with an **educational mission** centered on advancing awareness and knowledge of In-Store Implementation practices. Basic Membership is free and open to all bona fide industry participants – retailers, manufacturers, sales/marketing agencies, merchandising service organizations, solution providers and others in the extended retail consumer products industry.

Mission:

The essential mission of the ISI Network is educational. Its activities will include:

- Continue to research and publicize ISI issues
- Develop and share ISI Case Studies and superior practices
- Research effective and practical ISI tools
- Promote education on Implementation and compliance
- Maintain an ISI Knowledge resource for members
- Champion the ISI industry initiative

General Membership:

Individual membership in ISI Network is free of charge. Qualified industry professionals are encouraged to [sign up using the Logon form on the Home Page](#) Registration on this site is immediate, and your logon provides access to your member profile

ISI Network also sponsors and maintains a discussion group on **LinkedIn** (some 600 members as of this writing; separate registration).

Benefits of Membership:

Members receive the ISI Network e-letter, 30-Sec Polls, and e-Bulletins via email. Each individual member receives a user ID and password to access the ISI Knowledge Base on this site and most online resources.

As with most networked activities, the value of ISI Network membership will increase with the size of the membership roster and with additions to **ISI Knowledge Base**. Members may participate in surveys, educational events, etc.

Members collaborate on ISI field studies and **best practice** development. Active participants gain public credit and exposure for their contributions to the ISI literature, as well as presentation opportunities at industry events.

Members participate in and gain access to **industry surveys** related to ISI practice, **educational events**, articles and commentary, presentations, etc.

ISI Knowledge Base:

A primary ongoing activity and benefit of the ISI Network is the development and maintenance of an **ISI Knowledge Base**. This is a searchable, online library of member-contributed ISI **case studies**, **best practices**, **industry research**, topic papers and other relevant documents. Members are encouraged to contribute or collaborate.

Abstracts will be searchable by any site visitor, but only registered ISI Network Members, Sponsors and Steering Committee members will have access to the full text and associated mechanism for comments and discussion.

Who Should Join:

Effective In-Store Implementation and Compliance are critical success elements for most Retail and Consumer Products Professionals. ISI Network membership will add value for practitioners from across the industry, including:

- **Retail** (including Senior Management, Category Management, Space Management, Merchandising and Store Operations)
- **Brand Marketing** (including Category Planning, Shopper Marketing, Promotion Planning, Account and Field Marketing)
- **Merchandising Services** (including MSO field and headquarters management, DSD organizations and related roles)
- **Sales & Marketing Agencies** (including manufacturer reps, brokers, field marketing and related roles)
- **Retail Tech and Solutions** (including providers of mobility, merchandising, planogram, promotion planning, analytics and in-store measurement tools)
- **Retail Design, Fixturing and Installation** (including all forms of POP, display, and related professional services)
- **Shopper Media** (including all forms of digital and conventional in-store messaging systems and promotional networks)
- **Consulting Firms** (including strategy, technology, organizational and advanced analytics)

Contact ISI Network:

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