



RETAIL MEMBERSHIP APPLICATION

Retail Membership – Joining a Unified Voice of Independent Sports Retailers

The Board Retailers Association serves first and foremost as a unified voice for specialty retailers in the action sports industry landscape. We're focused on uniting and providing specialty retailers with the tools necessary to remain successful and profitable in the board sport industry. We currently represent over 500 retailers in the surf, skate, snow, wake, kite and wind marketplace across the country.

As a BRA member you'll receive discounts on the latest vendor services and products that as an individual shop you may not have access to. Our members get enhanced trade show access and invitations to exclusive industry events. We also provide you with industry retail statistics, and the opportunity to participate in action-sports specific research programs. BRA stands together as a voice in the industries we serve to ensure our members are a part of the innovation and evolution of the surf, skate, snow, wake and kite industries.

BRA Members Enjoy:

THE COMMUNITY

Network and fellowship of retailer members. Access cummulatively thousands of years retail experience.

VIP TREATMENT

Exclusive access and discounts for networking events, trade shows and educational programs.

MANUFACTURER AWARENESS

Brands will know you're informed and want to have a conversation.

Join the Voice! Just \$99 / Year

Access to our New Private Label Programs	✓
Member Communications	✓
Member Discounts	✓
Exclusive Industry Event Discounts	✓
Research Studies	✓
Trade Show Special Networking Events	✓

All for only \$99

The Association Dedicated to **UNITING AND PROTECTING** Specialty Retailers and the Boardsports Lifestyle





RETAIL MEMBERSHIP BENEFITS

Now more than ever, board sport retailers need to stand together. Aside from being recognized as a member of our progressive organization, here's what you will receive:

Access to Our New Private Label Programs

Access to our new private label programs, including our exclusive line of apparel, footwear, and accessories.

Member Communications

Newsletters and exclusive partner emails detailing the latest issues, products and services affecting the industry and independent retailers.

Member Discounts

Special offers and exclusive cost breaks on , rental insurance, health insurance and more

Exclusive Industry Event Discounts

Significantly-reduced, Members-only rates for Surf Summit, Industry Boot Camp, The Skateboarding Summit and Trade Show networking events.

Research Studies

Gain insight and better forecast trends. Log in to our website for access to special research studies by partner Action Watch as well as some of our own BRA surveys.

Trade Show Special Networking Events

Our trade show partners often recognize BRA member retailers with special luncheons, dinners and networking events, in addition to VIP retailer access at their shows.

Primary Type of Business or Service Offered *(Check all that apply)*

SURF SKATE SNOW WAKE KITE WIND OTHER

First Name: _____ Last Name: _____

Title: _____

Business Phone: _____ Cell Phone: _____

Fax: _____ Email: _____

URL — http:// _____

Company Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

County: _____ Country: _____

Federal Tax ID:

I would like to opt-out of the BRA Mailing and Distribution List. I prefer not to receive special discounts and promotional offers from the association or third-parties.

Name On Card: _____

Card Type: VISA MASTER CARD AMX OTHER

Card Number: _____ CVV Code: _____

Expiration Date: ____ / ____ Amount to be charged: \$ _____

You will be automatically billed a yearly subscription of \$99 on your renewal date. To discontinue membership at any time you must email Board Retailers Association at info@boardretailers.org.

Desired Username and Password

Username: Password:
Your e-mail

Please return your membership application via fax to 954-522-5045. You can also mail this application and enclosed payment to:

Board Retailers Association
PO Box 460014
Fort Lauderdale, FL 33316

Questions?
mscully@boardretailers.org
954-294-3872

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