



TEXAS RETAILERS
ASSOCIATION

TRA MEMBERSHIP APPLICATION

1250 S Capital of Texas Hwy
Suite 3-385
Austin, TX 78746-6522

Member Profile	Annual Investment for TRA Membership	
Company:	Sales Revenue in Texas (all stores/lease depts.)	Annual Dues**
Contact Name:	Up to 2 million	<input type="checkbox"/> \$210
Title/Position:	2-10 million	<input type="checkbox"/> \$525
Address:	10-20 million	<input type="checkbox"/> \$1,050
City, State, Zip:	20-50 million	<input type="checkbox"/> \$5,250
Phone:	50 million +	<input type="checkbox"/> CALL TRA
Email:	Lone Star Leadership Council	<input type="checkbox"/> \$15,000 +
Website:	TRA Affiliate Member	<input type="checkbox"/> \$1,000
#TX Locations:	TRA Affiliate Partner	<input type="checkbox"/> \$3,500
#TX Employees:	President's Circle*	<input type="checkbox"/> \$6,500
Twitter Handle:		

Industry: Small Retailer Large Retailer Grocery Other _____

Payment Information		
Credit Card: VISA/MC/AMEX/DISC	Check#/MO#:	
Cardholder:	<input type="checkbox"/> Billing address same as above	
Card Number:	Bill Address:	
	Zip-Code:	
Exp. Date:	Sec Code/CV:	Payment Contact:
City:	State:	<input type="checkbox"/> Invoice me by email/mail

Join today by sending payment/application to:

Texas Retailers Association 1250 S Capital of Texas Hwy 3-385, Austin, Texas 78746
p. (512) 472-8261 f. (512) 474-5011 e. membership@txretailers.org

*President's Circle membership is limited. Please contact TRA for more details on joining.

**Annual dues may be deductible as professional/business expenses; nondeductible portion is 32% for 2017.

TRA Mission

TRA's goal is to keep Texas "retail-friendly" and ensure that legislative action is taken to protect business owners so that they can continue to employ hardworking Texans and serve communities across the great state of Texas. Since 1926, our diverse membership has represented every segment of the retail industry throughout Texas, we advocate for retail, and provide excellent discounted services and partner programs for our members.

We are the voice of Texas Retail and represent retailers ranging from mom and pop stores to large multi-million-dollar chain stores. Strength comes in numbers, and a strong voice is important to impact laws and regulations affecting retailers.

Benefits of TRA Membership

- We do the work for you! No need to have a full-time employee for legislative and regulatory services. We have a whole team at your disposal!
- We monitor interim study committees of the Texas legislature and participate in regulatory hearings held by state agencies to protect our retailers.
- We research companies that provide member services and ensure they're a good fit and offer savings to you on their goods/services.
- We offer low-cost and free training for TRA members, and cover a variety of topics like food safety, social media, organized retail crime, and more.
- We offer discounts on marketing and ad space to members and discounts to our annual *Texas Retailers Forum*.
- We are the managers of the Texas Retailers Education Foundation (TREF) which provides scholarships to those seeking careers in retail management.
- We pool efforts and decisions from our members that directly affect legislative action... your voice is very important when it's with TRA!

How do I know what type of membership we need?

Most of our members consist of Texas Retailers. They can be large or small retailers, but in either case they provide/sell goods and services to consumers in Texas. Annual dues are based on revenue (within the state), so as to be equitable across the range of retailers.

- **TRA Affiliate Members** are companies that provide services to retailers. These members may not primarily deal directly with consumers; however, they are still affected by retail laws/regulation. Their annual dues are \$1,000, and they receive discounts on ad space, receive all TRA publications, receive invitations to all TRA events, are eligible to exhibit and attend the annual *Texas Retailers Forum* at a discounted rate, and are eligible to serve on TRA committees.
- **TRA Affiliate Partners** receive all the benefits of an Affiliate Membership but will also receive their logo on the TRA website, one marketing piece in our newsletter each year (limited to 100 words) which will include a link to their company website. Their annual dues are \$3,500 which includes the opportunity to create discounts for services that will be promoted through TRA to encourage partnerships among retailers and our affiliates.
- **President's Circle** members are a limited group of companies that are committed to supporting TRA efforts by contributing \$6,500 a year. Member benefits include sponsorship and exhibit space at the *Texas Retailers Forum* and sponsorship and four (4) entries at the annual *Texas Retailers Education Foundation Golf Tournament*. Members of the **President's Circle** also support TRA's Retail Advocacy Fund.
- **Lone Star Leadership Council** is a designation for members with a large presence in Texas. We feature their logo on TRA's website. In addition, they receive one complimentary registration to the annual *Texas Retailers Forum* and two tickets to a private annual function with a high-ranking elected Texas official.



Contact TRA today!

Justin Williamson, *Business Development Manager*

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