

Primary Contact Name: _____ Title: _____

Company Name: _____ Email: _____

Address: _____ Primary Business: _____

Phone: _____ Fax: _____ Website: _____

NSGA occasionally makes its members' contact information available to member vendors. If you prefer to not be included in these lists, please check the box provided. NSGA will respect your preference.

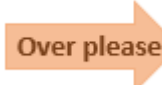
Membership Information: *Please indicate your selection below*

- \$150...One-Year Basic Retailer Membership** - Annual Sales Revenue: \$0 - \$50 Million
- \$250...Upgrade Today!** Show your added commitment to NSGA by becoming a Sustaining Member and receive up to \$895 worth of free benefits! *(Please select your choice from the added benefits on the back of this form.)*
- Yes!** Please add me to the **auto-renewal program**. *(Please see terms & conditions on the back of this form.)*

Payment Information: *In U.S. dollars*

ONRO

- Check Enclosed (payable to NSGA)
- Credit Card: American Express Discover MasterCard Visa
- Card Number: _____ CV2: _____ Expiration Date: _____
- Cardholder's Name: _____ Signature: _____
- Credit Card Billing Address *(If different from above)*: _____
- Please email me a receipt

Over please 

NSGA membership dues are non-refundable and non-deductible.

Return this form with payment to 1601 Feehanville Dr., Ste. 300, Mount Prospect, IL, 60056-6035.
Join online at nsga.org/join, call us at (800) 815-5422, ext. 1230 or fax this form to (847) 391-9827.

1. What made you decide to join NSGA?

(Please check all that apply):

- Access to NSGA network
- To support the sporting goods industry
- To have an advocacy partner
- To attend the annual Management Conference
- To take advantage of discounted services
- To receive discounted research
- Access to publications/resources

2. How did you learn about NSGA?

- Search Engine
- Referral
- Management Conference
- NSGA Publication
- Advertisement
- Other (please specify) _____

3. Did a conversation with a member of our staff influence your decision to join?

(Please only check one)

- Yes No

Sustaining Members:

By upgrading to a sustaining member, you can pledge support to NSGA while adding value to your membership. For an extra \$100 on your membership dues, you receive extra member benefits just as a thank you for your commitment.

Please select one from the following choices below for your added member benefit:

- A \$295 discount on one Management Conference registration (valued at \$1,695)
- NSGA Shopper Playbook (valued at \$895)
- Sporting Goods Market Report (valued at \$395)
- Sports Participation in the U.S. (valued at \$595)
- Sports Participation: Lifecycle Demographics (valued at \$395)
- Sports Participation: Cross Participation (valued at \$295)

For more information on NSGA's Sustaining Members go to nsga.org/sustainingmembers

Auto-Renewal Terms and Conditions:

By enrolling, you agree that your membership will automatically renew at the full dues amount for successive renewal terms, and you expressly authorize and permit NSGA to bill your membership renewal fee to the credit card you have provided, until you request to be removed from the NSGA Auto-Renewal Program. Automatic renewal transactions will be processed on your expiration date. NSGA will notify you 60 days before your expiration date with the amount to be charged and instructions on how to cancel if you choose to do so. If you want to cancel your automatic renewal, you should do so at least 24 business hours before your membership expiration date to ensure that the credit card you provided is not charged. You may cancel by emailing membership@nsga.org, changing your settings on My Account at nsga.org, or by calling (800) 815-5422, with the following exception: you will not be able to cancel an auto-renewal on the day it is due to be processed. Please keep your contact and payment information up-to-date to facilitate the process. For more information go to: nsga.org/autorenew.