

Exhibitor Newsletter: September Issue

ANNOUNCING NRF RETAIL WEEK

A new portal will be available soon which will list all approved events taking place during the week of Retail's Big Show. Participants will receive an "Official NRF Partner" logo to add to event marketing. Your event will be visible to thousands of retailers accessing this portal looking to network with other retail professionals while in New York, and this site enables potential attendees to RSVP directly to you, requesting access to your event.

Keep an eye out for additional information on how to submit your events to NRF.

EXHIBITOR RESOURCE CENTER (ERC) LIVE

The [ERC](#) is LIVE and includes all the necessary forms and details for the Expo at Big Show 2020. To place an order with Freeman for booth furnishings, order [online](#) or review the [PDF](#) and submit the forms.

To update your company profile, select your product categories, access the registration page, etc., please use the link and password below:

[Exhibitor Login Page](#)

##Company Name##

Company Password: ##PASSWORD##

INVITE YOUR RETAIL CLIENTS USING SPECIAL CODE

Exhibitors each receive an individualized marketing code to share with clients to track participation. Click [here](#) for instructions on how to invite your clients and obtain your customized code.

NRF is offering your clients a **20% discount** off the full conference pass (for retail clients only) or an expo-only pass (for non-retail, non-exhibiting clients). There is a limit on the number of non-retail, non-exhibiting companies that may attend: 3 per non-member company and 6 per member company.

UPCOMING DEADLINES

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| September 30 | Island Booth Schematics Due (applies to Island Booths Only) Email files to Anna Fassano |
| October 24 | Product Categories Due (to be included in the printed Quick Guide) |
| November 4 | Company Profile Due (to be included in the mobile app when launched, updates accepted ongoing) |
| November 11 | Experient Lead Retrieval (early-bird discount deadline) |

NRF TEAM

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| Exhibit & Sponsorship Sales Tami Sakell , Sr. Director of Exhibit Sales 202-661-3044 | Sponsorship Fulfillment Monica Stewart , Director of Sponsorships 202-661-3040 |
| Exhibit Operations Gwynn Breckenridge , Sr. Director of Exhibit Operations 202-661-3054 Williana Parker , Exhibit Operations Coordinator 202-626-8164 | Booth Regulations & Island Schematics Anna Fassano |
| | Certificates of Insurance Karen Kimakovich |