

EXHIBITOR FAQ's

What are the dates of the NRF Big Show 2020?

Sunday through Tuesday, January 12-14, 2020

When is the Expo open?

Sunday, January 12 10 am – 5 pm

Monday, January 13 9 am – 5 pm

Tuesday, January 14 9 am – 4 pm

Where is the event taking place?

Jacob K. Javits Convention Center located at 429 11th Avenue, New York City

(NOTE: This is NOT the on-site shipping address for exhibitors. Please refer to the [shipping details](#).)

What type of professionals attend the Big Show?

2019 Big Show by the Numbers:

- 38,300 industry professionals, 15,300 retailers, 3,768 retail companies and 80 of the Top 100 Retail Companies
- 75% U.S.-based, 25% International (representing 99 countries)

See more demographic details [here](#).

What are all the NRF Big Show deadlines for exhibitors?

Click [here](#) for a copy of our To-Do list which outlines all the upcoming deadlines.

Do I need to provide a certificate of insurance and what information would I need to include?

NRF requires a current certificate of insurance from every exhibitor specific to each show. Please send your certificate of insurance to [Karen Kimakovich](#). [Click here](#) to view a sample COI form. The most important items in the attached sample are the coverage of limits along the right-hand side, and the “certificate holder” name and address in the bottom left corner. Please also have your provider add Javits Convention Center and Freeman in the “additional insured” box. **Submission Deadline: December 13, 2019**

The insurance carrier that provides your company with workers comp and/or liability insurance should be able to provide you with a similar certificate quickly and free of charge. If you are unable to secure a certificate of insurance that way, here are a couple of providers that offer short-term, event-specific coverage and certificates of insurance for a reasonable fee:

[John Buttine Insurance](#)

[RainProtection Insurance](#)

IMPORTANT NOTE: An insurance certificate for your company must be on file to gain access to set-up and receive badges.

When can I move-in and move-out?

Move-in

DATE	EXPO HALL	TIMES
Tuesday, January 7	3A-E #	8 am – 5 pm
Wednesday, January 8	3A-E #	8 am – 5 pm
Thursday, January 9	1B-C & 3A-E #	8 am – 5 pm
Friday, January 10	1A-C & 3A-E	8 am – 5 pm
Saturday, January 11	1A-C & 3A-E, River Pavilion	8 am – 9 pm

Note: Anyone needing access to the EXPO hall prior to registration opening (see pg 4 for hours) must pick-up a wristband to gain entrance (companies without an insurance certificate on file will be denied access to the hall).

Move-out

DATE	TIMES	
Tuesday, January 14	4 pm – 11:59 pm	
Wednesday, January 15	8 am – 12 pm	Level 1 only
	8 am – 5 pm	Level 3 only
Thursday, January 16	8 am – 12 pm	Level 3 only #

= select companies only – click [here](#) for details.

As an exhibitor, what do I get access to?

The following networking opportunities are available for exhibitors:

	Exhibitor Full Conference & Expo-only Badges
Opening Party	Yes
Donut Dunk	Exhibitors with a Full Conference pass only
International Reception	International Exhibitors welcome
Box Lunch	Available for purchase with Full Conference pass
Snack Attack	Yes
Expo Happy Hour	Yes

Will we receive attendee contact information before or after the event?

NRF will post a password protected attendee list to include just **company name and title only** which will be posted in the [Attendee tab](#) of the exhibitor resource center on a weekly basis starting 30 days prior (first post will be November 11, 2019).

WARNING: You may have been contacted by one or more companies offering you access to the NRF 2020 attendee list. Please note that **NRF does not sell or rental our attendee list EVER**, and therefore, anyone who approaches you with this type of offer is a scammer.

Post-show Attendee List

Exhibitors may request a one-time usage request form to receive an excel file of the mailing addresses of retail attendees (no email addresses will be included). [Click here](#) for the Post-Show Attendees List Request Form. Please note the form needs to be returned to [Susan Newman](#).

Deadline to Submit Agreement: February 14, 2020

Deadline to Use List: March 14, 2020

I'm having trouble logging in to the Exhibitor Portal – what can I do?

Passwords are case-sensitive. Please ensure alpha characters are capitalized. If your password is still not working, please click on [Forgot your password](#) to retrieve or contact [Williana Parker](#) at NRF.

What are your rules and regulations for island booths and hanging signs?

Click [here](#) for details.

Is WiFi provided in the exhibit hall?

No. You will need to place an order through Jake (Javit's utilities). The forms and prices can be found in the [Service Manual](#). There is open wifi network in the public areas of the Javits.

Will my booth be furnished?

Booths are not furnished unless you purchased a Turnkey Booth. Please review the [Service Manual](#) for order information. All exhibit spaces are required to have their booth floor covered, no exceptions. Order by December 12th to get the lowest price.

Booth Provisions (for level 1 and 3)

Included in the price of booth space:

- 8' high back drape and 3' side drape in show colors (excluding islands)
- 7" x 44" Identification sign for booths 400 sq ft or less
- 6 exhibitor expo pass badges (per 10' x 10')
- 1 full conference pass badge (per 10' x 10')
- Up to five product categories in the printed onsite quick guide
- Company profile on the website and in the show mobile app

[Turnkey booth packages](#) are available for 10'x10', 10'x20' and 20'x20' booths. Contact [Tami Sakell](#) for more details on price at 202-661-3044. Deadline to purchase is December 12th.

Does electricity come with my booth?

No. You will need to place an order through Jake (Javit's utilities). The forms and prices can be found in the [Service Manual](#).

Do I have to order carpet?

Yes, you will need to either rent carpet or provide your own type of floor covering.

I'm not able to stay for the full exhibition. What is NRF's policy on early break-down?

NRF does NOT allow early break-downs for many reasons. If your company dismantles or does not have personnel in the booth during the hours of the exhibition for the three days, your company will lose 50% of their accumulated priority points. You can hire Freeman to tear down your booth for you if needed and labor details are available in the [Service Manual](#).

How many exhibitor registrations are included with my booth?

Exhibitor Booth Staff – Six (6) per 10' x 10' booth space rented. Exhibitor staff badges are for the exclusive use of exhibit booth staff. These badges allow access to the exhibit hall during move-in, show hours, and move-out. Exhibitor booth staff badges provide access to activities in the EXPO halls ONLY. Company personnel requiring admittance to the sessions in addition to, or rather than staffing the booth, must register as exhibitor delegate participants by using the allotted complimentary full conference registration or paying the appropriate delegate registration fee.

Additional Exhibitor Booth Staff badges may be purchased for \$500.00/each.

Exhibitor Delegate - One (1) per 10' x 10' booth space rented. Exhibitor delegate badges allow access to full conference activities. Exhibitors wearing these badges will gain admittance to all sessions. In addition, the exhibitor delegate badges permit access to the exhibit hall during move-in, show hours, and move-out.

Additional Exhibitor Delegate badges may be purchased for \$1,500.00/each.

NOTE: Individuals can only have one badge type. NRF does not allow exhibitors to have more than one badge per person. Sharing of badges is NOT allowed. Badges are for exhibiting company personnel only.

When can I pick up my exhibitor badge?

Badges may be picked up at the Jacob Javits Center (right side of the Crystal Palace) or at the Marriott Marquis (level 5, Soho Room).

For security reasons, each registrant must pick up their own registration badge and provide a valid photo ID. You may not pick up a colleague's badge or badges for your group.

Registration Hours (subject to change):

	Javits	Marriott Marquis
Friday, January 10	8:30 am – 5 pm	7 am – 4:30 pm
Saturday, January 11	8 am – 5 pm	7 am – 7:30 pm
Sunday, January 12	7 am – 5 pm	7 am – 5 pm
Monday, January 13	7 am – 5 pm	
Tuesday, January 14	8 am – 4 pm	

How do I update my Company Profile and/or Product Category Information?

Go to Booth Info in the [Exhibitor Portal](#) (use company password provided) and edit the applicable fields and don't forget to click Save at the bottom of the page. Please be sure to also select your product categories at the end of the update, you may select up to 5. (Please note that this must be done for each event that your company participates in with NRF. Company description does not carry over from one show to another.)

How do I change the booth point of contact?

Please email [Williana Parker](#) with your updates.

I have a Meeting Room on the show floor so now where can I find those details?

Go to the [Service Manual page](#) to find the pdf on meeting room set-up, graphics and access to the rooms.

Are there any fines to be aware of?

If an exhibitor fails to comply with the rules and regulations, the exhibitor may be penalized, to include loss of points. Below is a list of point deductions each worth 5 points and points will double if more than two warnings are given to a company:

- Using attendee mailing list inappropriately
- Early tear-down or dismantling of booth
- Unauthorized sublet of exhibit space
- Company violating booth guidelines (to include hanging signs and sound levels)
- Soliciting outside the confines of assigned booth space
- Misuse of exhibitor badges
- Holding a meeting/social event that conflicts with the NRF Big Show program or EXPO hours
- Invoices not paid on time as specified in payment schedule

Please note for Rebook: If a company fails to exhibit in any given year, the company will lose 50% of their accumulated points. If a company is considered a no-show, all points accumulated are erased.

How do I book a hotel room?

We recommend that you book your hotel through our official NRF housing partner MCI (formerly Wyndham Jade). Click [here](#) to book your hotel. We now have more NRF partner hotels located near the Javits Center, with incredibly low rates if you stay in our housing block. BONUS: If you stay in our block, you also get additional priority points!

Can I bring my own food to distribute from our booth?

Unfortunately, no. The Javits catering company, [Cultivated](#), does not allow any outside food and all drinks and snacks must be ordered through them.

How can I secure a meeting room for an after-hours event?

All requests for function space in an official hotel must be reviewed and approved by NRF and are permitted during the dates and times listed below. Please submit [this form](#) by December 27, 2019 to [MCI USA](#).

Permissible Dates & Times

Saturday, January 11	Sunday, January 12	Monday, January 13	Tuesday, January 14
Before 4:30 pm or After 8 pm	Before 8 am or After 5:30pm	Before 8 am or After 5:30pm	Before 8 am or After 4:30pm

How can I gain access to the Expo Hall before or after hours for a meeting?

Exhibitors planning an event or meeting at their booth before or after scheduled show hours must complete [this form](#) and submit to Williana Parker at NRF (parkerw@nrf.com) for approval by January 3, 2020. Exhibitors will be notified of the time and location of where passes can be obtained on-site. In addition to a non-EXPO hours pass, all guests must be registered for NRF 2020, and must display their badge in order to enter the EXPO hall.

Important Notes: Someone from your company, with an exhibitor badge, must meet your guests at the designated start time at the entrance to the Hall to escort the group to your booth. If you have any stragglers, a company representative (with a badge) must wait behind at the entrance to escort the late arrivals. If your meeting involves more than 20 people, you will need to order security for your meeting.

What are the shipping deadlines?

Advance Warehouse Shipping

Freeman will accept shipments beginning on Friday, November 27, 2019 until Friday, December 27, 2019.

Direct to Show Site

Freeman will accept shipments on site at the Javits Center beginning Tuesday, January 7. Shipments received prior to Tuesday, January 7 will be refused and returned.

Hanging Sign

If your company plans to hang an overhead sign, it must be shipped separately and received at the Freeman warehouse between November 27 and December 27, 2019.

Shipping Information

Please refer to the [Service Manual](#) for all shipping details and labels.

Will you offer shuttle service to/from hotels for exhibitors?

NRF provides shuttle service to/from [official hotels](#) and the Convention Center. The daily schedule will be posted as we get closer to the meeting dates.

Media/Press?

If you are a member of the press/media or you are an exhibitor and have questions about the media presence at NRF Big Show, please contact press@nrf.com

Who do I contact to secure sponsorship opportunities?

Contact Tami Sakell, Sr. Director of Exhibits & Sponsorship Sales at sakellt@nrf.com or call 202-661-3044.

What are the benefits of becoming a member?

One immediate benefit is the discount on the booth space fee you'll enjoy as an NRF member. For additional benefits, visit nrf.com/about-us/nrf-membership or call Jannise Corry at 202-626-8175.

Still Have Questions?

Hotel Reservations: nrf@mcievents.com

Registration: NRF20EXH@experient-inc.com

Exhibit Operations: parkerw@nrf.com

Exhibit & Sponsorship Sales: sakellt@nrf.com

Membership: corryj@nrf.com

Visit the [Exhibitor Resource Center](#) for up-to-date details!