

HOW TO INVITE YOUR RETAIL CUSTOMERS: REGISTRATION INSTRUCTIONS

As an Exhibitor you can invite your retail partners and clients at a 20% off promo rate.

Retailer Companies get 20% off the Full Conference Rate*

*Retailers come for free for Expo Only if they register by 1/10/19. After 1/10/19 there will be a \$50 charge.

Step 1 – Confirm your client is a Retailer

[Click here](#) for see the NRF qualifications/definition for retailers

If you are not sure about your client's qualifications, fill out this [form](#) and we'll qualify them for you.

Step 2 – Send your client the Discount Code

Each exhibitor is provided a unique discount code which you can share with your retail customers. Your number is listed above your company name in your exhibitor portal page in the Exhibitor Service Center (3 to 4-digit number).

Send your customers the direct link found in your registration dashboard which has your code embedded or have them enter the number on the main registration page. **If they can't find their company name during the registration process, they will need to submit the [qualification form](#) so we can qualify and add them to our database.**

Once your customers have completed the registration process, you will see their names in your registration dashboard (which you can download).

NOTE: There is an email verification request as part of the registration process which ensures emails are accurate and match the company each person is registering with. Because of this, each person using this discount code must register themselves.

Questions? Email registration@nrf.com