

NRF[®] Consumer Products Showcase

**WHERE PRODUCTS ARE FOUND, RELATIONSHIPS ARE BUILT
AND BUSINESSES CAN THRIVE**

RETAIL'S BIG SHOW

Each January at the Javits Center in New York City, 40,000 retail professionals (including more than 20,000 retailers, VCs, CPGs and consultants) convene at the world's largest annual retail event to explore, discuss, purchase and learn firsthand about current and future trends in how consumers shop and retailers sell.

NRF'S CONSUMER PRODUCT SHOWCASE MISSION

The Consumer Product Showcase will enable small businesses and entrepreneurs (half of which will be minority-owned, women-owned, veteran-owned and LGBTQ+-owned) expand their business and make priceless connections.

Taking place on Sunday and Monday during Retail's Big Show, the Showcase will provide a forum for small retailers to feature their consumer-facing products to thousands of retailers. Participating companies must be ready to do business with regional, national and global retailers that operate in the omnichannel marketplace.

WHAT TYPES OF COMPANIES WILL BE EXHIBITING?

- Small retailers with a super cool product
 - Small retailers/manufacturers looking for connections with large retailers in hopes of future partnerships and/or shelf space (virtual or physical)
 - Sellers/retailers with a cool product looking for investor support
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COST TO PARTICIPATE: **\$1,000**

EVERYONE LOVES A COMPETITION

All retailers attending Retail's Big Show will receive a ticket at registration. This ticket will enable retail attendees to vote for their favorite product within the Showcase. The two (2) companies whose products get the most tickets (votes) will win \$10,000 or \$15,000 (1st and 2nd place).

PARTICIPATION PACKAGES INCLUDE:

- Access to retail buyers/merchandisers and marketplaces
- Turnkey booth: back wall with company logo and product description, four-foot table, two chairs
- Logo on designated landing pages for the Consumer Product Showcase on Retail's Big Show website
- Visibility on the event's mobile app (searchable by key words and product type and company name)
- Access to matchmaking/networking technology to schedule meetings
- One (1) Full Conference pass to Retail's Big Show
- Automatic participation in the "coolest product" competition and eligibility to win one of two cash prizes

WANT TO LEARN MORE OR SIGN UP?

Contact Tami Sakell at 202-661-3044 or sakellt@nrf.com.