

SPONSORSHIP OPPORTUNITY

NRF[®]2023
RETAIL'S BIG SHOW

NRF'S CONSUMER PRODUCT 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 help small businesses, entrepreneurs and minority-owned companies with really cool products amplify their brand, expand their business and make priceless connections. **Half of participating companies will be minority-owned, women-owned, veteran-owned and LGBTQ+-owned.**

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/manufacturers with a cool new product, looking for connections with large retailers in hopes of future partnerships and/or shelf space (virtual or physical)
 - Small retailers/manufacturers looking for investor support
 - Small retailers looking for a relationship with a marketplace to create their own storefront
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SECURE A SPONSORSHIP

Do you want to help small businesses thrive and support small, diverse, minority- and/or women-owned businesses? Sign up today.

Who should be a sponsor?

- Companies that want their brand associated with supporting small and minority-owned businesses
- Retailers who support small businesses
- Consumer product groups
- Marketplace companies
- Investor/VC firms
- Tech companies that support retailers such as payment companies or consumer service companies
- Consultants
- Media outlets

OPTION 1: TITLE SPONSOR \$75,000 NRF MEMBERS / \$77,000 NON-MEMBERS

BENEFITS:

- If desired, recommend/secure up to 15 innovative retailers (products) to participate in the Showcase (retail participants must fit Showcase criteria and are subject to NRF approval)
- **Sponsorship includes:**
 - Logo on entry signage/banners
 - Custom designed (by sponsor) column wrap outside the Showcase in a high-traffic area
 - Logo prominently placed on back wall of turnkey booths of sponsor-invited companies
 - Recognition on designated landing pages for the Consumer Product Showcase on Retail's Big Show's website
 - Visibility on the event's mobile app (searchable by key words and product type and company name)
 - NRF-designed promotional pieces (with sponsor logos) to send to sponsor clients/customers/investors/retail buyers and more
 - Access to opt-in retail registrants for a one-time touch (name, title, company, email/address)
 - Sponsor recognition in pre-show promotion of the Consumer Product Showcase and on-site signage
 - A 10' x 10' furnished conference room (table, 4 chairs) in the Showcase area for private meetings
 - Unlimited passes for retail buyer guests to attend the Consumer Product Showcase which includes Expo Only passes to Retail's Big Show
 - Four (4) Full Conference passes to Retail's Big Show for sponsor employees or retail customers
 - Access to the matchmaking platform to connect with sellers and schedule meetings
 - NRF will create a social media campaign to promote the Consumer Product Showcase. Campaign will recognize title sponsors across LinkedIn, Twitter and Facebook where applicable.

OPTION 2: SUPPORTING SPONSOR \$20,000 NRF MEMBERS / \$25,000 NON-MEMBERS

Sponsorship includes:

- Recognition on designated landing pages for the Consumer Product Showcase on Retail's Big Show's website
- Visibility on the event's mobile app (searchable by key words and product type and company name)
- NRF-designed promotional pieces (with sponsor logos) to send to sponsor clients/customers/investors/retail buyers and more
- Sponsor recognition in pre-show promotion of the Consumer Product Showcase and on-site signage
- Ability to invite two (2) small retailers to participate in the Showcase; participants must meet Showcase criteria and are subject to NRF approval
- Access to complimentary passes to invite current/prospective retail buyers to attend NRF 2023: Retail's Big Show (Expo only) and its inaugural Consumer Product Showcase
- Access to the matchmaking platform to connect with sellers and schedule meetings

OPTION 3: GRAND PRIZE CO-SPONSORS \$30,000 NRF MEMBERS / \$35,000 NON-MEMBERS

All retailers will receive a printed “ticket” at registration with their registration badge. This ticket (to include sponsor logos) will be used by attendees to vote for their favorite consumer product within the Showcase. The two (2) companies whose product gets the most tickets/votes will win a \$10,000 or \$15,000 (1st and 2nd place) prize to help launch their business.

SPONSOR BENEFITS:

- Logo printed on tickets distributed at registration to all retailers
- Logo recognition on event website
- Logo recognition in mobile app
- Logo recognition on Showcase signage (where applicable)
- Mention in pre-show promotional emails where competition is promoted
- Jointly announce winners on-site (end of show) during media blitz
- Mention in post-show release announcing Consumer Product Showcase “coolest product” winners
- Access to complimentary passes to invite current/prospective retail buyers to attend NRF 2023: Retail’s Big Show (Expo only) and its inaugural Consumer Product Showcase
- Access to the matchmaking platform to connect with sellers and schedule meetings
- Two (2) complimentary Full Conference passes for retail customers to attend Retail’s Big Show

WANT TO LEARN MORE OR SIGN UP?

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