

INSIDE:

- Full Conference and EXPO Session Schedule-at-a-Glance
- EXPO Hall Maps

QUICK GUIDE

Convention & EXPO
January 15-17, 2017

New York City
Jacob K. Javits Convention Center



nrfBIGshow.com

#nrf17

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CHAIRMAN'S CIRCLE



PLATINUM



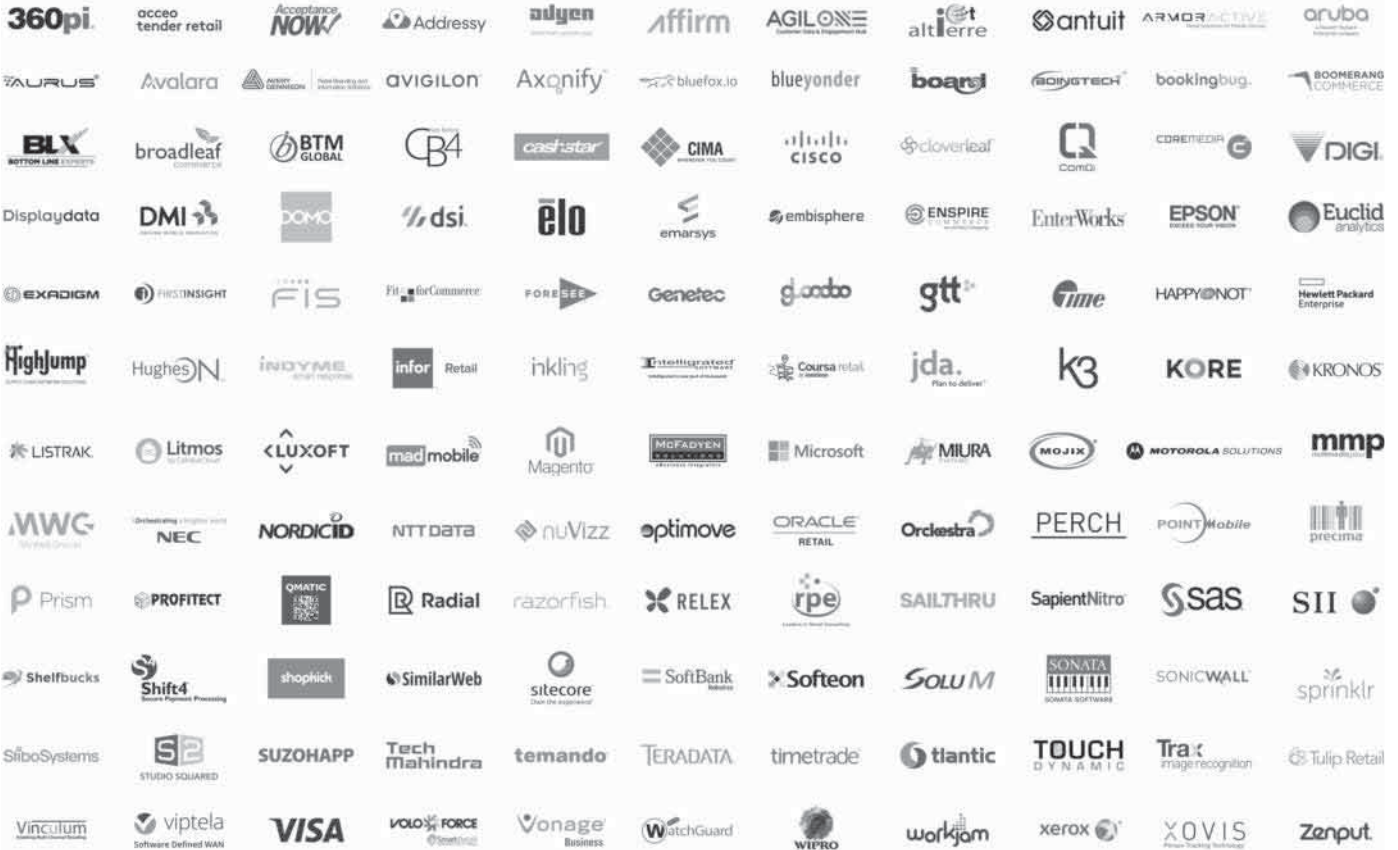
GOLD



SILVER



BRONZE





WELCOME TO NRF'S 106TH ANNUAL CONVENTION & EXPO

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Pick up the Full Convention Program Guide at any EXPO entrance or download the "NRF-National Retail Federation" app for detailed Program and EXPO information.

Access to Events

WHAT YOUR BADGE COLOR MEANS

- Green: Attendee Full Conference
- White: Student Full Conference (Sunday only)
- White with Stars: Student Full Conference (Friday and Saturday Only)
- Gold: Press
- Wavy Line: Contractor



- Red: Attendee EXPO
- Silver: Exhibitor Booth Staff



GOOD TO KNOW

Convention Badge

Your event badge must be worn and visible at all times to participate. The Program Guide has full admission details.

Sponsored by SAP Retail

Interpretation

All keynotes and breakout sessions will be interpreted into Portuguese. Interpretation headsets can be picked up on Level 1, in front of Hall A.

Lost and Found

Room 1B 02-04, Level 1



NRF Clubhouse

River Pavilion, Level 4



sit. eat. chat. charge.

Open to anyone and everyone who wants to sit, eat or charge. See page 11 for more information.

The Mobile app makes it easy!

Download "NRF-National Retail Federation" in the App Store, Google Play and Windows Stores

Sponsored by Hughes



Complimentary WiFi

With the exception of the EXPO Halls on Levels 1 and 3, complimentary WiFi is available in all public spaces.

SSID: NRF2017

No password is required.

WiFi Sponsored by KIBO

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PROGRAM EVENTS

More places to sit and recharge.

NRF Clubhouse

River Pavilion, Level 4

Open to anyone and everyone who wants to sit, eat or charge.

Sponsored by: 

More food options.

Food Truck Alley

South Concourse (above Hall E), Level 2


NYC's finest food trucks will offer delectable delights Sunday-Tuesday from 11:30 AM-1:30 PM.

More opportunities to meet retailers like you.

The Small Business Experience

EXPO Hall, EXPO Stage, Level 1

A full day of programming on Sunday, January 15.

Sponsored by: 

More ways to tell us what you think.

Three ways to give feedback:

1. In the mobile app. With each unique session review, NRF will donate \$1 to RetailROI.
2. In the survey e-mailed to you after the show.
3. In an e-mail to bigshow@nrf.com.

See page 10 for details.

Retailer Meet-ups

Hall A, Room 1A 22, Level 1

Open only to retailers, meet-ups offer you the opportunity to connect with your peers in industry-led roundtables. Meet-ups are scheduled Monday, January 16 and Tuesday, January 17 from 11:30 AM-12:45 PM.

Sponsored by: 

More interviews.

Podcasts

River Pavilion, Level 4

Hear from five popular technology podcasters as they interview technology leaders throughout the show.

More technology.

EXPO

EXPO Hall, Level 1 & Level 3

Check out the bigger EXPO, featuring promising retail technology startups that are about to make a big impact on the industry.

Innovation Lab

River Pavilion, Level 4

This year the Innovation Lab will focus on 3D printing, AI, AR/VR, robotics, smart technology and wearables.

Sponsored by:  Developed in partnership with: 

More tours.

EXPO Tours

EXPO Tour Check in: Hall E, Room 1E 03, Level 1

You spoke, we listened! BIG Show now offers four different technology-focused tours through the EXPO. Two hours long and curated by Consumers In Motion, sign up to get highlights of booths you shouldn't miss. *Space is Limited. Must Register, Additional Fee Required.*

TWEET AWAY!
#nrf17



Download the “NRF-National Retail Federation” mobile app on your Apple, Android and now Windows devices!

Key Features:

- Access session and speaker details
- Create a personalized schedule
- Navigate the entire BIG Show using 3-D maps*
- See NRF news on the Discover Screen
- Research exhibitors
- Take session, speaker, and exhibitor notes
- Network with attendees (retailers only)
- Make yourself visible to other attendees using matchmaking tags
- Access NRF’s social media networks
- Submit session feedback (requires Login)

Available in:



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*Not available on Windows Play.

Login to the mobile app to:

- Sync across multiple devices
- Submit Session Feedback
- Access the Attendee Networking List (for retailers, board members and speakers only)

To login:

Reg ID: located on the bottom of your registration badge or under your bar code on your registration confirmation email

Last Name: lowercase only

Need help using the app? Find the Mobile App help desk near registration on Level 2 of the convention center.

SUNDAY JANUARY 15

Full Conference Pass
Look for programs with the “Full Conference Pass” designation.

EXPO Only Pass
Look for programs with the “EXPO Only Pass” designation.

TIME	EVENT	LOCATION	PASS REQUIRED
7:00 AM–5:00 PM	NRF CLUBHOUSE OPEN Sponsored by IBM Corporation	River Pavilion, Level 4	Full Conference Pass / EXPO Only Pass
8:00 AM–8:30 AM	KEYNOTE Coffee Break Sponsored by Aerohive Networks	North Hall, Level 2	Full Conference Pass
8:30 AM–8:40 AM	KEYNOTE SESSION NRF Chairman’s Welcome Address	North Hall, Level 2	Full Conference Pass
8:40 AM–9:30 AM	KEYNOTE SESSION Building Tomorrow’s Workforce: How Retailers Are Attracting and Retaining Talent #RISEinRetail #nrf17	North Hall, Level 2	Full Conference Pass
9:30 AM–10:15 AM	KEYNOTE SESSION From Data to Delight: An Insight-Driven Revolution of the In-Store Experience Sponsored by Deloitte #DataDrivenCX #nrf17	North Hall, Level 2	Full Conference Pass
9:30 AM–11:00 AM	Podcast Studio: BeautySkew featuring Abigail Posner	River Pavilion, Level 4	Full Conference Pass / EXPO Only Pass
10:00 AM–3:00 PM	EXPO HALL OPEN	EXPO Hall, Level 1 & 3	Full Conference Pass / EXPO Only Pass
10:00 AM–3:00 PM	INNOVATION LAB Sponsored by VISA Developed in partnership with XRC Labs	River Pavilion, Level 4	Full Conference Pass / EXPO Only Pass
10:15 AM–10:45 AM	How to Turn New Customers into Repeat Consumers The Small Business Experience at Retail’s BIG Show is sponsored by American Express OPEN	EXPO Hall, EXPO Stage, Level 1	Full Conference Pass / EXPO Only Pass
10:15 AM–11:15 AM	Innovation Lab Quick-Fire Presentation: Robotics/AI	River Pavilion, Level 4	Full Conference Pass / EXPO Only Pass
10:30 AM–11:00 AM	Competing With Content: Acquire Customers, Improve Loyalty, and Grow Sales Sponsored by Enternetworks	EXPO Hall, Room 2, Level 1	Full Conference Pass / EXPO Only Pass
10:45 AM–11:30 AM	Are Retailers Meeting the Mobile Needs of Customers? Global Study Says No Sponsored by DMI	EXPO Hall, Room 3, Level 3	Full Conference Pass
Breakout Sessions	How to Get Content and Commerce Right Sponsored by CoreMedia	Hall A, Room 1A 06, Level 1	
11:00 AM–11:30 AM	Redefining “Mobile” Track: Marketing & Advertising	Hall A, Room 1A 10, Level 1	Full Conference Pass
Breakout Sessions	Passion, Personality and Place: Reviving the In-Store Experience Track: The Retail Store	Hall E, Room 1E 14, Level 1	
11:00 AM–11:30 AM	Social and the Art of the Influencer Track: Radical Retail	Hall E, Room 1E 16, Level 1	Full Conference Pass / EXPO Only Pass
Breakout Sessions	Feature Stage Session: Going Global: Taking Your Brand to New Markets, Part 1 Track: Global Retailing	Hall D, Special Events Hall, Level 1	
11:00 AM–11:45 AM	Focusing on the Consumer: Navigating Through Moments of Growth The Small Business Experience at Retail’s BIG Show is sponsored by American Express OPEN	EXPO Hall, EXPO Stage, Level 1	Full Conference Pass / EXPO Only Pass
11:20 AM–12:20 PM	Innovation Lab Quick-Fire Presentation: Smart Technology	River Pavilion, Level 4	Full Conference Pass / EXPO Only Pass
11:30 AM–12:30 PM	Top 5 Tips for Reducing Shipping Costs in the Retail Industry Sponsored by Bottom Line Experts	EXPO Hall, Room 1, Level 1	Full Conference Pass / EXPO Only Pass
11:30 AM–12:30 PM	Enterprise Retail App for Retail BI Analytics: Action and Task Management With Workgroup Messaging Sponsored by VoloForce-SmartRetail	EXPO Hall, Room 2, Level 1	Full Conference Pass / EXPO Only Pass
Exhibitor Insights	HPE’s Composable Infrastructure Strategy Sponsored by HPE	EXPO Hall, Room 3, Level 3	
11:30 AM–1:00 PM	Podcast Studio: The Jason and Scot Show	River Pavilion, Level 4	Full Conference Pass / EXPO Only Pass
11:30 AM–1:30 PM	Food Truck Alley	South Concourse (above Hall E), Level 2	Full Conference Pass / EXPO Only Pass
12:00 PM–12:30 PM	Cyber Security for the Small Business Experience The Small Business Experience at Retail’s BIG Show is sponsored by American Express OPEN	EXPO Hall, EXPO Stage, Level 1	Full Conference Pass / EXPO Only Pass

12:00 PM-1:00 PM	KEYNOTE SESSION AND LUNCH The Sky is Not the Limit: Lessons From a Year in Space #ScottKellyLessons #nrf17	North Hall, Level 2	Full Conference Pass
12:25 PM-1:25 PM	Innovation Lab Quick-Fire Presentation: AR/VR	River Pavilion, Level 4	Full Conference Pass / EXPO Only Pass
12:45 PM-1:15 PM	Retail Happens Everywhere: Driving Sales in a Mobile World The Small Business Experience at Retail's BIG Show is sponsored by American Express OPEN	EXPO Hall, EXPO Stage, Level 1	Full Conference Pass / EXPO Only Pass
1:00 PM-1:30 PM	Smart is the New Sexy: How Aldo Powers Intelligent Journeys With Salesforce Sponsored by Salesforce	EXPO Hall, Room 1, Level 1	Full Conference Pass / EXPO Only Pass
	Makeover: How Mobile Flipped the Shopping Cart Sponsored by NewStore	EXPO Hall, Room 2, Level 1	
	Produced by Gloodoo Sponsored by Gloodoo	EXPO Hall, Room 3, Level 3	
	IoT Merchandising Data and Mobile Engagement: Improve In-Store Marketing ROI Sponsored by Shelfbucks	Hall A, Room 1A 06, Level 1	
1:00 PM-3:00 PM	Miss America 2017 Meet and Greet	River Pavilion, Level 4	Full Conference Pass / EXPO Only Pass
1:15 PM-1:55 PM	"Glocalization:" Why Going Global Means Not Forgetting Local Identities Track: Global Retailing	Hall A, Room 1A 10, Level 1	Full Conference Pass
	Recycling, Rebranded: A Discussion on Shopper Demand for Retail Sustainability Track: Customer Engagement	Hall E, Room 1E 07, Level 1	
	The Store of the Future: Radical Startups Transforming Bricks-and-Mortar Retail Track: Radical Retail	Hall E, Room 1E 14, Level 1	
	#Lovethestore: When You Do Digital Right Track: The Retail Store	Hall E, Room 1E 16, Level 1	
	Feature Stage Session: A View From Walmart: How Retailers are Creating Economic Opportunity Track: The Retail Organization	Hall D, Special Events Hall, Level 1	
1:30 PM-2:00 PM	Your Secret Weapon: Making Retail With Personality The Small Business Experience at Retail's BIG Show is sponsored by American Express OPEN	EXPO Hall, EXPO Stage, Level 1	Full Conference Pass / EXPO Only Pass
1:30 PM-2:30 PM	Innovation Lab Quick-Fire Presentation: Wearable	River Pavilion, Level 4	Full Conference Pass / EXPO Only Pass
1:30 PM-3:00 PM	Podcast Studio: BeautySkew featuring Abigail Posner	River Pavilion, Level 4	Full Conference Pass / EXPO Only Pass
2:00 PM-2:45 PM	Forget What You Know: New eCommerce Platform Considerations for 2017 Sponsored by Broadleaf Commerce	EXPO Hall, Room 1, Level 1	Full Conference Pass / EXPO Only Pass
	Walmart Delivers an Improved Customer Experience for Their Weekly Shopping Needs Sponsored by Stibo Systems	EXPO Hall, Room 2, Level 1	Full Conference Pass / EXPO Only Pass
	Prescriptive Analytics, Machine Learning, and the Internet of Things Sponsored by Profitect, Inc.	EXPO Hall, Room 3, Level 3	
2:15 PM-2:55 PM	Innovation in E-Commerce: A Retailer's Key to Survival Track: Customer Engagement	Hall A, Room 1A 10, Level 1	Full Conference Pass
	The Future of Advertising: Defining the New Rules of Consumer Engagement Track: Marketing & Advertising	Hall E, Room 1E 07, Level 1	
	How Data Will Replace Discounting: Lessons From Uber, Point 93 and Orchard Mile Track: Radical Retail	Hall E, Room 1E 14, Level 1	
	Move Over, Globalization: Community Retail Has Arrived Track: Global Retailing	Hall E, Room 1E 16, Level 1	
	Feature Stage Session: Achieving Operational Excellence in the Age of Radical Change Track: The Retail Store #RadicalGameChangers #nrf17	Hall D, Special Events Hall, Level 1	
2:35 PM-3:00 PM	Innovation Lab Quick-Fire Presentation: 3D Printing	River Pavilion, Level 4	Full Conference Pass / EXPO Only Pass
3:15 PM-4:00 PM	KEYNOTE SESSION Tailoring the 21 Century Customer Experience Sponsored by MasterCard #FutureofCX #nrf17	North Hall, Level 2	Full Conference Pass
5:00 PM-6:30 PM	Opening Night Reception Sponsored by SimilarWeb, Sitecore, Sonata Software and Vonage Business	Marriott Marquis, 8th and 9th Floors	Full Conference Pass / EXPO Only Pass

MONDAY JANUARY 16

Full Conference Pass
Look for programs with the “Full Conference Pass” designation.

EXPO Only Pass
Look for programs with the “EXPO Only Pass” designation.

TIME	EVENT	LOCATION	PASS REQUIRED
7:00 AM-8:15 AM	Sunrise Breakfast: The CIO's Challenge — Refocused IT Budgets for Digital Sponsored by Tata Consultancy Services	Hall A, Room 1A 22, Level 1	Open to Retailers. By Invitation Only
7:00 AM-5:00 PM	NRF CLUBHOUSE OPEN Sponsored by IBM Corporation	River Pavilion, Level 4	Full Conference Pass / EXPO Only Pass
8:00 AM-8:30 AM	KEYNOTE Coffee Break Sponsored by NTT DATA	North Hall, Level 2	Full Conference Pass
8:30 AM-9:00 AM	KEYNOTE SESSION NRF President and CEO Opening Remarks: The State of NRF and the Retail Industry	North Hall, Level 2	Full Conference Pass
9:00 AM-10:00 AM	KEYNOTE SESSION Underlying Brand Engagement in an Age of Continuous Disruption and Reinvention — A Fireside Chat With Sir Richard Branson #BransonChat #nrf17	North Hall, Level 2	Full Conference Pass
9:00 AM-5:00 PM	EXPO HALL OPEN	EXPO Hall, Level 1 & 3	Full Conference Pass / EXPO Only Pass
9:00 AM-5:00 PM	INNOVATION LAB Sponsored by VISA Developed in partnership with XRC Labs	River Pavilion, Level 4	Full Conference Pass / EXPO Only Pass
9:15 AM-10:00 AM	Make and Keep the Customer Promise! Sponsored by Enspire Commerce	EXPO Hall, Room 1, Level 1	Full Conference Pass / EXPO Only Pass
	Produced by Hughes Sponsored by Hughes	EXPO Hall, Room 2, Level 1	
	CDW SmartRetail Solutions: The Big Shift Sponsored by CDW	EXPO Hall, Room 3, Level 3	
	How Best in Class Retailers are Using Cutting-Edge Data to Drive Innovation Sponsored by APT	Hall A, Room 1A 06, Level 1	
9:30 AM-11:00 AM	Podcast Studio: The Jason and Scot Show	River Pavilion, Level 4	Full Conference Pass / EXPO Only Pass
10:00 AM-10:45 AM	KEYNOTE SESSION Driving Retail Transformation: How Data and Smart, Connected Technology Deliver Amazing Customer Experiences Sponsored by Intel Corporation #IntelCX #nrf17	North Hall, Level 2	Full Conference Pass
10:15 AM-10:45 AM	Innovation Lab Quick-Fire Presentation: 3D Printing	River Pavilion, Level 4	Full Conference Pass / EXPO Only Pass
10:15 AM-11:00 AM	Inside the Store of the NOW Sponsored by STRATACACHE	EXPO Hall, Room 1, Level 1	Full Conference Pass / EXPO Only Pass
	Facing the Future: Trends in Pricing and Promotions for 2017 Sponsored by Revionics, Inc.	EXPO Hall, Room 2, Level 1	
	Building a Single View of the Customer Sponsored by SAP Retail	EXPO Hall, Room 3, Level 3	
	What Matters Most? The IBM 2017 Customer Experience Index with 1-800-FLOWERS.com Sponsored by IBM Corporation	Hall A, Room 1A 06, Level 1	
10:15 AM-11:00 AM	Innovation Lab 2.0: Life Changing Technologies Track: Radical Retail	EXPO Hall, EXPO Stage, Level 1	Full Conference Pass / EXPO Only Pass
11:15 AM-12:00 PM	NYC 2017 Retail Store Walking Tour Featuring Eataly and Sonos Track: The Retail Store	EXPO Hall, EXPO Stage, Level 1	Full Conference Pass / EXPO Only Pass
11:20 AM-12:20 PM	Innovation Lab Quick-Fire Presentation: Wearables	River Pavilion, Level 4	Full Conference Pass / EXPO Only Pass
11:30 AM-12:30 PM	Creating Meaningful Experiences — Unifying Digital Journeys Sponsored by Wibro Technologies	EXPO Hall, Room 1, Level 1	Full Conference Pass / EXPO Only Pass
	Gifting Disrupted — New Personalized Experiences for e-Commerce and m-Commerce Sponsored by CashStar	EXPO Hall, Room 2, Level 1	
	Markdowns: The Hidden Virus Sponsored by First Insight	EXPO Hall, Room 3, Level 3	
	Delivering on the Promise of Customer-Centricity and Personalization Sponsored by Precima	Hall A, Room 1A 06, Level 1	
11:30 AM-12:45 PM	Attendee Lunch Sponsored by Luxoft USA, Inc and Xerox Corporation	Hall D, Special Events Hall, Level 1	Full Conference Pass
11:30 AM-12:45 PM	Retailer Meet-up Sponsored by Kibo	Hall A, Room 1A 22, Level 1	RSVP required. Retailers with a Full Conference Pass
11:30 AM-1:00 PM	Podcast Studio: Total Retail	River Pavilion, Level 4	Full Conference Pass / EXPO Only Pass
11:30 AM-1:30 PM	Food Truck Alley	South Concourse (above Hall E), Level 2	Full Conference Pass / EXPO Only Pass
12:15 PM-1:00 PM	The DNA of the Digital Native Audience (Repeats Tuesday at 12:15 PM) Track: Customer Engagement	EXPO Hall, EXPO Stage, Level 1	Full Conference Pass / EXPO Only Pass
12:25 PM-1:25 PM	Innovation Lab Quick-Fire Presentation: Robotics/AI	River Pavilion, Level 4	Full Conference Pass / EXPO Only Pass

12:45 PM-1:15 PM Exhibitor Insights	Deciphering 2017's Digitally Demanding Consumer Sponsored by Kibo Context. Content. Crowds: The Power Triangle of Modern Real-Time Marketing Sponsored by SmartFocus	EXPO Hall, Room 1, Level 1 EXPO Hall, Room 2, Level 1 EXPO Hall, Room 3, Level 3	Full Conference Pass / EXPO Only Pass
1:15 PM-2:00 PM Breakout Sessions	How Bonobos is Driving the Omnichannel Vision with mPOS and Clienteling Sponsored by FitForCommerce	Hall A, Room 1A 10, Level 1	Full Conference Pass
	Driving Loyalty Through Cognitive Mobility: How Retail Marketers Can Use Connected Cars Track: The Retail Store	Hall E, Room 1E 07, Level 1	
	The Global Challenge to Reinvest the Last Mile in Retail: Insights From Sainsbury's Argos Track: Global Retailing	Hall E, Room 1E 14, Level 1	
	Brand Devotion Index — Three Characteristics of the Most Loved Brands Track: Customer Engagement Sponsored by Kurt Salmon	Hall E, Room 1E 16, Level 1	
	The Dawn of Smarter Search: Technology and Online Interaction Track: Radical Retail	Hall D, Special Events Hall, Level 1	
	Feature Stage Session: Data: The New Currency for Retail Marketers Track: Marketing & Advertising	EXPO Hall, EXPO Stage, Level 1	Full Conference Pass / EXPO Only Pass
1:15 PM-2:00 PM EXPO Stage Session	Trends 2017: Retail Opportunity for the Fast Changing World and the Human Mind (Repeats Tuesday at 10:15 AM) Track: Radical Retail	EXPO Hall, EXPO Stage, Level 1	Full Conference Pass / EXPO Only Pass
1:30 PM-2:15 PM	Innovation Lab Quick-Fire Presentation: Smart Technology	River Pavilion, Level 4	Full Conference Pass / EXPO Only Pass
1:30 PM-2:30 PM Exhibitor Insights	The Future of Store Associate Training Sponsored by Axonify Inc Compromise vs. Protection: A "Cybercriminal" and Network Security Technologist Face-off Sponsored by SonicWall	EXPO Hall, Room 1, Level 1 EXPO Hall, Room 2, Level 1	Full Conference Pass / EXPO Only Pass
	The Secret to Growth: Bringing Your Data Together Painlessly (No, Really) Sponsored by 1010data	EXPO Hall, Room 3, Level 3	
	Omnichannel Profitability: Consumer Expectations and How to Achieve It Sponsored by Radial	Hall A, Room 1A 06, Level 1	
1:30 PM-3:00 PM	Podcast Studio: Behind The Bell (NASDAQ)	River Pavilion, Level 4	Full Conference Pass / EXPO Only Pass
2:15 PM-3:00 PM EXPO Stage Session	Generous Brands 2.0 Track: Customer Engagement	EXPO Hall, EXPO Stage, Level 1	Full Conference Pass / EXPO Only Pass
2:20 PM-3:00 PM	Innovation Lab Quick-Fire Presentation: AR/VR	River Pavilion, Level 4	Full Conference Pass / EXPO Only Pass
2:30 PM-3:00 PM Breakout Sessions	Deloitte Shines a Spotlight on Economics and the Global Consumer Track: Global Retailing	Hall E, Room 1E 07, Level 1	Full Conference Pass
	Storyselling: How the Convergence of Content and Commerce Builds Customer Experiences That Sell Track: Customer Engagement	Hall E, Room 1E 14, Level 1	
	Who is Gen Z? With \$44B in Buying Power, You Should Probably Find Out Track: Radical Retail	Hall E, Room 1E 16, Level 1	
	Feature Stage Session: How Target's Technology Team is Leading the Way on Transformation Track: The Retail Organization	Hall D, Special Events Hall, Level 1	
3:00 PM-3:45 PM Exhibitor Insights	Holiday Strategies Unwrapped: A Look Back at Amazon, Walmart and Others Sponsored by 360pi Building a Global Merchandising Organization Across 100 Countries Sponsored by TXT Retail Serving Customers in the Era of Cognitive Commerce Sponsored by Razorfish Business Optimization Through Real-Time Insights for Retailers Sponsored by DOMO	EXPO Hall, Room 1, Level 1 EXPO Hall, Room 2, Level 1 EXPO Hall, Room 3, Level 3 Hall A, Room 1A 06, Level 1	Full Conference Pass / EXPO Only Pass
3:15 PM-4:00 PM	KEYNOTE SESSION Setting the Table with Danny Meyer — How Focusing on Hospitality Creates Deep Customer Connections #nr17 Sponsored by American Express	North Hall, Level 2	Full Conference Pass
3:30 PM-4:00 PM	Podcast Studio: The Glossy Podcast	River Pavilion, Level 4	Full Conference Pass / EXPO Only Pass
4:00 PM-4:45 PM Exhibitor Insights	Customer First: Transform the In-Store Experience and Drive Performance Sponsored by Multimedia Plus, Inc. How Brick and Mortar Retailers Can Beat Amazon at its Own Game Sponsored by Celec Omnichannel Analytics — Unlocking the Optimal Customer Experience Sponsored by SAS Bridging the Gap Between Marketing Art and Science With AI Sponsored by Optimove	EXPO Hall, Room 1, Level 1 EXPO Hall, Room 2, Level 1 EXPO Hall, Room 3, Level 3 Hall A, Room 1A 06, Level 1	Full Conference Pass / EXPO Only Pass
4:00 PM-5:00 PM	EXPO Happy Hour Sponsored by Boomerang Commerce Inc., CDW, FIS and Indyme Solutions, Inc.	EXPO Hall, Level 1 & 3	Full Conference Pass / EXPO Only Pass

TUESDAY JANUARY 17

Full Conference Pass

Look for programs with the "Full Conference Pass" designation.

EXPO Only Pass

Look for programs with the "EXPO Only Pass" designation.

TIME	EVENT	LOCATION	PASS REQUIRED
7:00 AM-5:00 PM	NRF CLUBHOUSE OPEN Sponsored by IBM Corporation	River Pavilion, Level 4	Full Conference Pass / EXPO Only Pass
8:00 AM-8:30 AM	KEYNOTE Coffee Break Sponsored by ACCEO Tender Retail	North Hall, Level 2	Full Conference Pass
8:30 AM-8:45 AM	KEYNOTE SESSION NRF's Recognition of the Chairman of the Board Transition	North Hall, Level 2	Full Conference Pass
8:45 AM-9:30 AM	KEYNOTE SESSION Evolving Consumer Behavior: A View from the Federal Reserve Bank of New York #NRF17	North Hall, Level 2	Full Conference Pass
9:00 AM-5:00 PM	EXPO HALL OPEN	EXPO Hall, Level 1 & 3	Full Conference Pass / EXPO Only Pass
9:00 AM-5:00 PM	INNOVATION LAB Sponsored by VISA Developed in partnership with XRC Labs	River Pavilion, Level 4	Full Conference Pass / EXPO Only Pass
9:15 AM-10:00 AM	How Innovative Thinking Helped One Retail Company Merakify Their Mission Sponsored by Cisco Meraki	EXPO Hall, Room 1, Level 1	Full Conference Pass / EXPO Only Pass
Exhibitor Insights	The Analytics Playbook of High-Growth Merchants Sponsored by Magento, Inc.	EXPO Hall, Room 2, Level 1	
	Realizing Value Potential with Workforce Management Software Sponsored by Kronos Incorporated	EXPO Hall, Room 3, Level 3	
	Using In-Store Traffic to Drive Profitability Sponsored by ShopperTrak	Hall A, Room 1A.06, Level 1	
9:30 AM-11:00 AM	Podcast Studio: Total Retail	River Pavilion, Level 4	Full Conference Pass / EXPO Only Pass
9:30 AM-11:00 AM	KEYNOTE SESSION Retail's BIG Fast Track — Retail at the Speed of Disruption #XRCFastTrack #nrf17	North Hall, Level 2	Full Conference Pass
10:15 AM-10:45 AM	Innovation Lab Quick-Fire Presentation: Robotics/AI	River Pavilion, Level 4	Full Conference Pass / EXPO Only Pass
10:15 AM-11:00 AM	What's Hiding in Your Point of Sale Data? Sponsored by C-B4 Analytics	EXPO Hall, Room 1, Level 1	Full Conference Pass / EXPO Only Pass
Exhibitor Insights	Moving From Transactions to Relationships: Omni-Channel Data Holds the Key Sponsored by AgilOne	EXPO Hall, Room 2, Level 1	
	Get it Right: How to Compete and Win on Customer Experience (CX) Sponsored by ForesSee	EXPO Hall, Room 3, Level 3	
	Capturing the Moment of Decision: Technology and Insights Sponsored by Cloverleaf	Hall A, Room 1A.06, Level 1	
10:15 AM-11:00 AM	Trends 2017: Retail Opportunity for the Fast Changing World and the Human Mind (Repeat session) Track: Radical Retail	EXPO Hall, EXPO Stage, Level 1	Full Conference Pass / EXPO Only Pass
11:15 AM-12:00 PM	The Secret to Turning Stores into Gathering Places: The Bonfire Effect Track: The Retail Store	EXPO Hall, EXPO Stage, Level 1	Full Conference Pass / EXPO Only Pass
11:20 AM-11:50 PM	Innovation Lab Quick-Fire Presentation: 3D Printing	River Pavilion, Level 4	Full Conference Pass / EXPO Only Pass
11:30 AM-12:30 PM	RFID in Fashion Retail: The Key Driver for Delivering What Customers Want Sponsored by Nordic ID	EXPO Hall, Room 1, Level 1	Full Conference Pass / EXPO Only Pass
Exhibitor Insights	How Employee Engagement is Driving Operational Excellence at Shell International Sponsored by WorkJam	EXPO Hall, Room 2, Level 1	
	Learning From Leaders of Digital Transformation Sponsored by Microsoft Corporation	EXPO Hall, Room 3, Level 3	
	Beyond Connectivity: Top Retailers Discuss Biz Transformation Via Mobility Sponsored by Aruba, a Hewlett Packard Enterprise company	Hall A, Room 1A.06, Level 1	
11:30 AM-12:45 PM	Attendee Lunch Sponsored by ACCEO Tender Retail, CompuCom and Tech Mahindra Americas Inc	Hall D, Special Events Hall, Level 1	Full Conference Pass
11:30 AM-12:45 PM	Retailer Meet-up Sponsored by Kibo	Hall A, Room 1A.22, Level 1	RSVP required. Retailers with a Full Conference Pass

11:30 AM-1:00 PM	Podcast Studio: Behind The Bell (NASDAQ)	River Pavilion, Level 4	Full Conference Pass / EXPO Only Pass
11:30 AM-1:30 PM	Food Truck Alley	South Concourse (above Hall E), Level 2	Full Conference Pass / EXPO Only Pass
12:15 PM-1:00 PM EXPO Stage Session	The DNA of the Digital Native Audience (Repeat session) Track: Customer Engagement	EXPO Hall, EXPO Stage, Level 1	Full Conference Pass / EXPO Only Pass
12:25 PM-1:25 PM	Innovation Lab Quick-Fire Presentation: Smart Technology	River Pavilion, Level 4	Full Conference Pass / EXPO Only Pass
12:45 PM-1:15 PM Exhibitor Insights	Transformational Hands-Free RFID, Big Data Analytics and Blockchain Technology Sponsored by Mojix, Inc.	EXPO Hall, Room 1, Level 1	Full Conference Pass / EXPO Only Pass
1:15 PM-2:00 PM Breakout Sessions	Learn How Tablet Mobility is Transforming the Way We Do Business Sponsored by ArmorActive	EXPO Hall, Room 2, Level 1	Full Conference Pass
	Staples Modernizes "Easy Button" into Cognitive Ordering Ecosystem Sponsored by IBM Corporation	EXPO Hall, Room 3, Level 3	
	Fashion Geeks Presents: Soft Circuits and Wearable Tech Track: Radical Retail	Hall A, Room 1A 10, Level 1	
1:30 PM-2:00 PM EXPO Stage Session	The Happiness Halo: The Unexpected Benefits From Applying Behavioral Science to Experience Design Track: Customer Engagement	EXPO Hall, EXPO Stage, Level 1	Full Conference Pass / EXPO Only Pass
1:30 PM-2:30 PM Exhibitor Insights	Innovation Lab Quick-Fire Presentation: AR/VR	River Pavilion, Level 4	Full Conference Pass / EXPO Only Pass
	Customer Centricity — A New Paradigm for Inventory Optimization Sponsored by Relex Solutions	EXPO Hall, Room 1, Level 1	Full Conference Pass / EXPO Only Pass
	Produced by Antuit Sponsored by Antuit	EXPO Hall, Room 2, Level 1	
	Digital Disruption, Digital Transformation and the Retail Sentient Enterprise Sponsored by Teradata Corporation	EXPO Hall, Room 3, Level 3	
	How Two Major Retailers are Winning With Digital Transformation Sponsored by Cisco	Hall A, Room 1A 06, Level 1	
2:15 PM-3:00 PM EXPO Stage Session	NYC 2017 Retail Store Walking Tour Featuring Kellogg's NYC and Sonos Track: The Retail Store	EXPO Hall, EXPO Stage, Level 1	Full Conference Pass / EXPO Only Pass
2:15 PM-3:15 PM	Innovation Lab Quick-Fire Presentation: Wearables	River Pavilion, Level 4	Full Conference Pass / EXPO Only Pass
2:30 PM-3:00 PM Breakout Sessions	Going Global: Taking Your Brand to New Markets, Part 2: Asia Track: Global Retailing	Hall E, Room 1E 07, Level 1	Full Conference Pass
	Tech Savvy Store: Tracking, Analyzing and Engaging for Profit Track: The Retail Store	Hall E, Room 1E 16, Level 1	
	Feature Stage Session: How Technology Fuels Kohl's Omnichannel Track: The Retail Organization	Hall D, Special Events Hall, Level 1	
3:00 PM-3:45 PM Exhibitor Insights	Transforming Retail Planning and Analytics: Tackling Data and Process Challenges Sponsored by BOARD International	EXPO Hall, Room 1, Level 1	Full Conference Pass / EXPO Only Pass
	Uniting In-Store and Digital Channels: 7 Success Stories Sponsored by BookingBug	EXPO Hall, Room 2, Level 1	
	Produced by Checkpoint Systems Sponsored by Checkpoint Systems, Inc.	EXPO Hall, Room 3, Level 3	
3:15 PM-4:00 PM	KEYNOTE SESSION Winning Today's Socially Aware Customer #ConsumerTrustWins #nrf17 Sponsored by American Express	North Hall, Level 2	Full Conference Pass
4:00 PM-4:45 PM Exhibitor Insights	Take Inventory of Your Tax Obligations — Top Retailers Share Secrets for Staying Ahead Sponsored by Avalara	EXPO Hall, Room 1, Level 1	Full Conference Pass / EXPO Only Pass
	Name-Brand Retailers Go Big With Mobility Sponsored by VMware	EXPO Hall, Room 2, Level 1	
	RFID as a Key Enabler of Omni-channel Success Sponsored by Avery Dennison	EXPO Hall, Room 3, Level 3	
4:00 PM-5:00 PM	EXPO Happy Hour Sponsored by BTM Global Consulting LLC, Litmos by CallidusCloud and Qmatic	EXPO Hall, Level 1 & 3	Full Conference Pass / EXPO Only Pass



Help us make this event better.

We made many changes for the 2017 event based on your feedback. There's more we'd like to do and more you'd like us to do.

So tell us!

THERE ARE THREE WAYS TO GIVE FEEDBACK.

In the mobile app.

1. Log into the app
2. Open the session description of the sessions you attend.
3. Let us know how likely you are to recommend a session to a colleague.
4. Hit submit.

In the post-show survey.

1. Complete the post-show survey.
2. Tell us how you really feel in the comments.

In email.

Drop us a line at bigshow@nrf.com. We want to hear it all — the good, the bad, and the ugly. So if you have additional insight or information please let us know.

We really do want to know what worked, what didn't and what you want to see next year...because we really want to see YOU next year.

This year, NRF will contribute \$1 for every unique session survey response up to \$10,000 to the Retail Orphan Initiative (RetailROI), a charity started by the retail community to help orphans and vulnerable children worldwide through clean water, education and computer learning projects.

In 7 years, RetailROI has completed over 94 projects in 19 countries and helped improve the lives of over 185,000 children.

For more information on the organization and how you and your company can be involved, visit www.retailroi.org.

**Giving Session Feedback
= Giving Back!**

For each session you attend and rate in the mobile app, NRF will donate \$1 to RetailROI.

Not only does your feedback help us plan a better BIG Show but it will help RetailROI continue to do great work!





NRF Clubhouse

River Pavilion, Level 4

Open to anyone and everyone who wants to sit, eat, chat or charge.

- **Need to sit?** There will be chairs, lots of them.
- **Hungry?** The Clubhouse has concessions.
- **Need to chat with your colleagues?** There are unique meeting hubs for your team.
- **Phone need a charge?** Plugs and chargers galore!

All are welcome!

Conference Badge Required.

HOURS:

Sunday, January 15 7 AM-5 PM
 Monday, January 16 7 AM-5 PM
 Tuesday, January 17 7 AM-5 PM

NRF Membership is also located in the Clubhouse, so if you have any questions about how to become a member or how best to utilize your membership, our team will be on hand to answer any, and all questions. nrf.com/membership

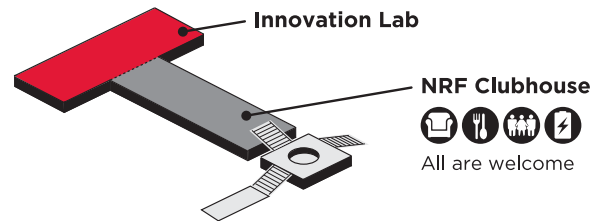
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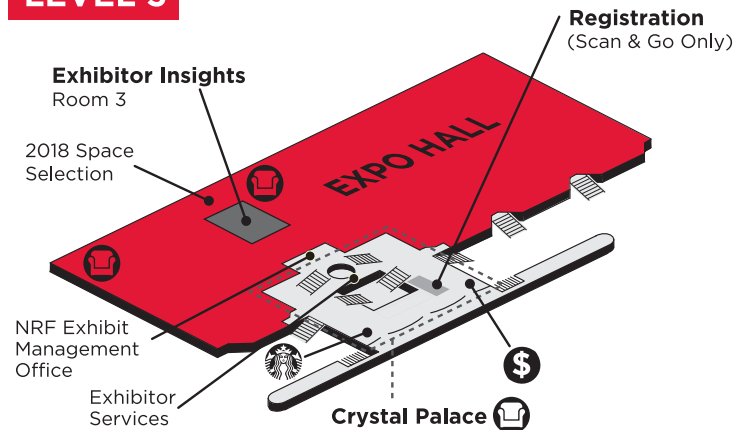
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LEVEL 4

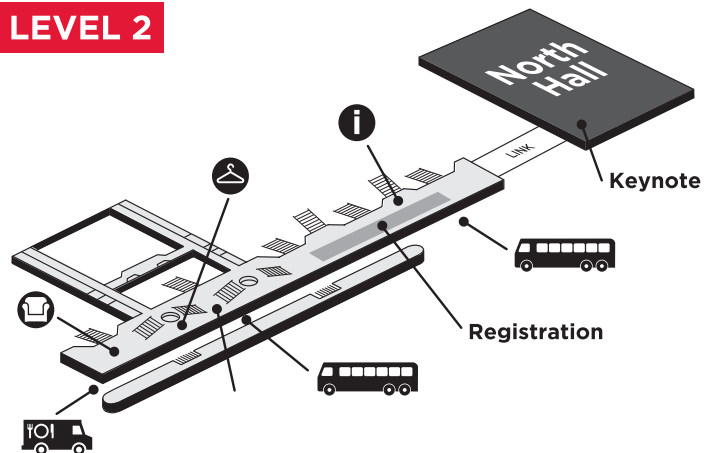
River Pavilion



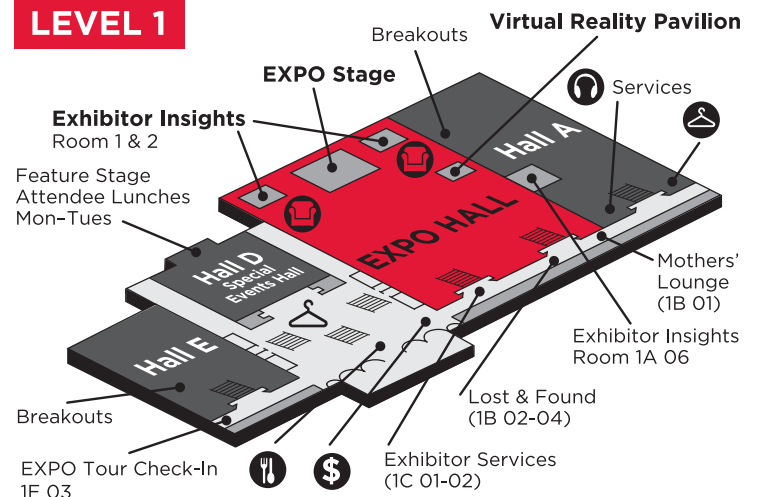
LEVEL 3



LEVEL 2



LEVEL 1



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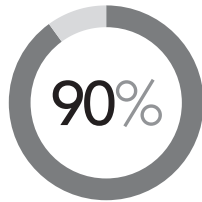
Make Every Shopper's
Experience Personalized



VISIT US AT BOOTH **2235**
SCHEDULE A MEETING AT TIMETRADE.COM/NRF2017

Turn browsers into buyers with personalized service

Today's consumers expect immediate, personalized service and expect a seamless transition between their digital and physical experiences. Bridge the gap with the ability to attribute in-store traffic back to appointments scheduled via your website. Appointment-driven conversations connect your customers with a knowledgeable associate who can give them exactly what they want, turning browsers into buyers, and customers into brand ambassadors.



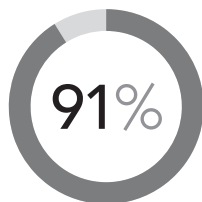
of consumers are more likely to buy again in the future when helped by a knowledgeable associate.

Track the path to purchase

When your customers book appointments to meet with an associate, you'll know where they came from — your website, social media channels, email campaigns — who they met with, and what they purchased.

Maximize digital marketing spend

Demonstrate the value of your digital marketing efforts by driving customers into the store to speak with your store associates and track the source of those visits back to your campaign. Assistance from knowledgeable associates increases propensity to purchase and average transaction value.



of consumers are more likely to shop at a store in the future after being helped by a knowledgeable associate.

Who We Are

TimeTrade creates conversations that drive business. The company equips organizations to provide personalized service to every customer, every time, creating a service guarantee that improves customer satisfaction, loyalty and retention, and increases sales growth. TimeTrade's leading-edge Customer Engagement Cloud, an enterprise platform delivered through a worldwide cloud-hosting network, provides omnichannel and mobile application tools for managing the most critical part of the customer journey: the live conversation. It includes several tightly integrated modules for online appointment scheduling, queue management, and data rich analytics and reports. The company's patented cloud technology is proven secure and scales to meet the demands of the largest multinational enterprises as well as midsize and small businesses. More than 400 of the world's most successful brands—including the largest banks, retailers, sales organizations and healthcare systems—rely on TimeTrade to power their live customer conversations and improve the customer experience, in person, by phone or online.



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9 AM-5 PM

Tuesday, January 17
9 AM-5 PM

EXPO Hall Happy Hours

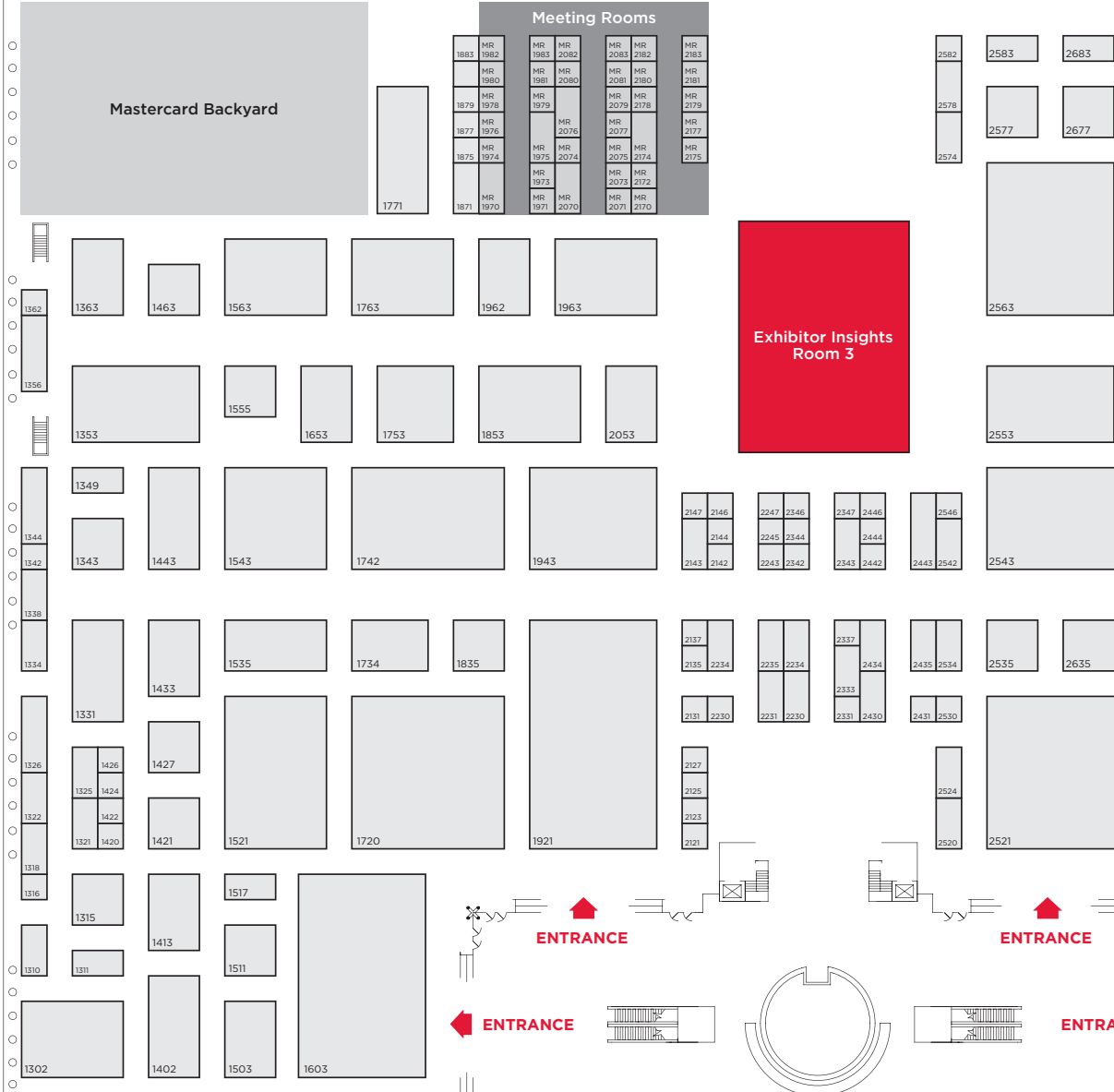
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4:00 PM-5:00 PM
Sponsored by Boomerang
Commerce Inc., CDW, FIS and
Indyme Solutions, Inc

Tuesday, January 17
4:00 PM-5:00 PM
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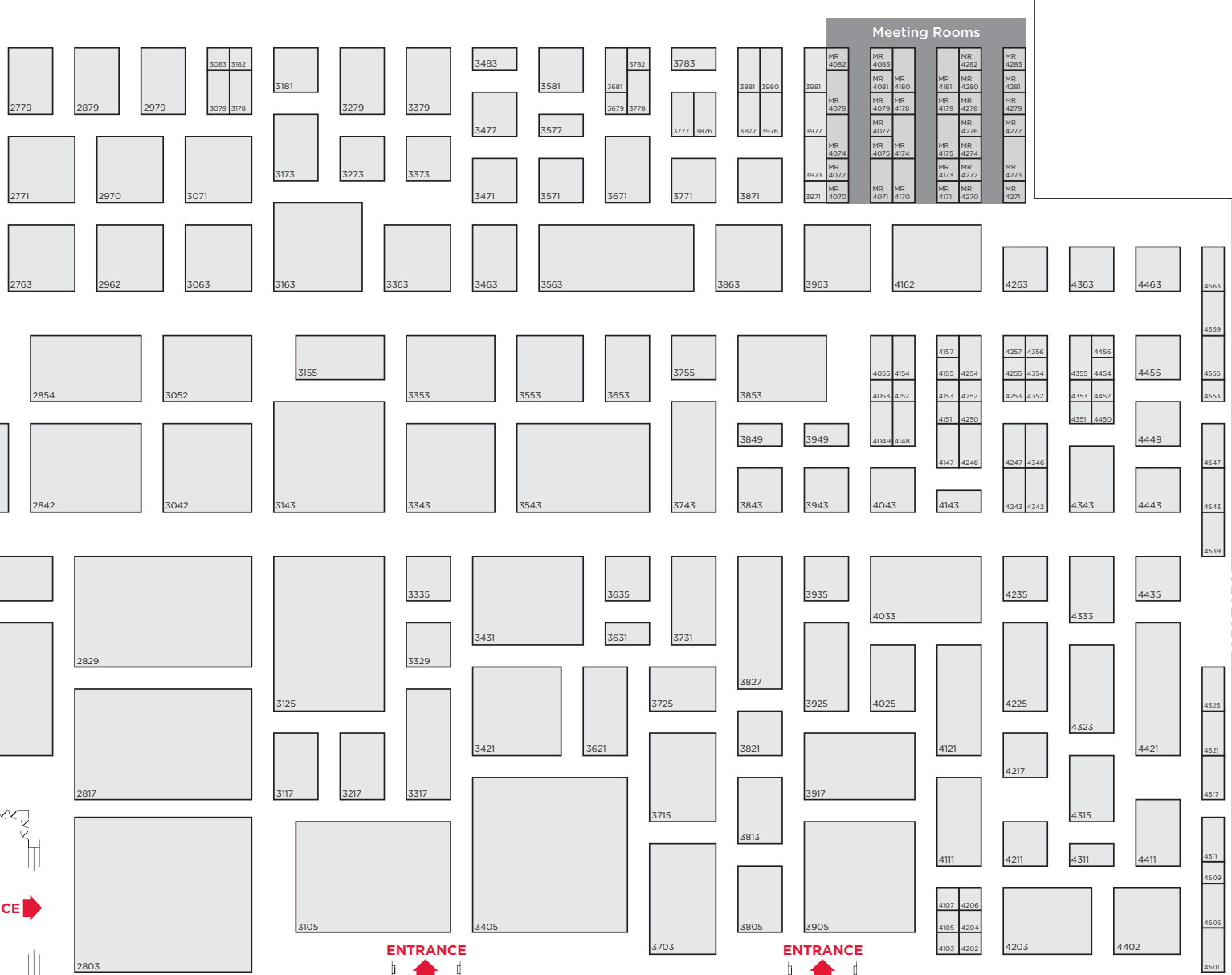


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