

NRF[®] | 2018

RETAIL'S BIG SHOW

PRIORITY POINTS

The National Retail Federation will use the priority point system (exhibit seniority) to conduct on-site space selection during NRF 2018: Retail's Big Show. These priority points will be totaled and will determine space selection appointments.

The higher the points—the earlier the appointment—the best chance of being assigned a preferred booth location.

Points will be calculated using the five (5) most recent NRF Shows (2014-2018).

Priority Points are accumulated by:

BOOTH SIZE

5 points are earned for each 10' x 10' (100 square feet) booth space rented at NRF 2018.

MEMBERSHIP

5 points are earned for good member status at the time of NRF 2018.

SPONSORSHIPS

1 point is earned for every \$5,000 spent on NRF 2018 sponsorships.

STORES MAGAZINE ADVERTISING

1 point is earned for every \$5,000 spent (monies paid in full to NRF) on advertising with STORES Magazine from September 1, 2016 to August 31, 2017.

Priority point confirmations and space selection appointment times will be mailed prior to NRF 2018. Exhibitors are encouraged to review this information carefully and notify Katie Coon, by email at coonk@nrf.com, of point discrepancies.