

# NRF<sup>®</sup> | 2018

## RETAIL'S BIG SHOW

### **PRESS INFORMATION**

#### **Does Your Company Have BIG news to share?**

If so, NRF 2018: retail's big show is the place for you to say it. Our schedule of annual conferences provides a wonderful opportunity for you to make a major new product or business announcement to a targeted media audience.

Each of our conferences attracts a variety of media attendees; however, not every conference will be of interest to all publications or broadcast outlets. NRF 2018 generally receives media attention from various well-known industry trade publications, national newspapers, industry bloggers, broadcast outlets, and magazines.

While NRF is pleased to be able to provide these options to retail's big show exhibitors, we also feel that there can be no substitute for individual companies' own public relations efforts. We strongly encourage using these options *in addition* to any internal or contracted public relations efforts planned for the conference. These types of efforts may include press releases, media alerts, advanced media mailings, etc.

#### **Pre-Registered Press Lists**

NRF can provide exhibitors with access to a confirmed press list of media, analyst and non-editorial attendees. This list provides you with a sneak peek at which media and analyst organizations will be attending our show. The list, which is made available on December 1<sup>st</sup>, 2017 can be found in the [Exhibitor Resource Center](#) section of the NRF 2018 Retail's Big Show Website and is updated automatically every week.

**IMPORTANT: You must have your exhibitor code in order to enter that specific section of the website. This code is given to you upon your confirmation as an exhibitor.** For questions regarding that code and your access to that section of the website, please contact Katie Coon at [coonk@nrf.com](mailto:coonk@nrf.com).

**In addition, please pass that code onto your public relations contacts which allows them to access the list anytime they need as well.**

Please note that media attendees are not required to pre-register for the NRF 2018 – and a larger number register on-site every year. A final list of media attendees will not be available until approximately two weeks after the end of a conference.

If you have any questions or concerns, please contact the NRF media relations team at [eventpress@nrf.com](mailto:eventpress@nrf.com).

#### **Media Kits & Announcements**

Conference exhibitors are welcome to drop off media kits for press attendees to review during the show. These kits are placed by the NRF Press Office (TBD) and arranged on tables outside the room in no particular order. There is no space outside of this room for table-top displays, or other large items or set-ups.

If your company wishes to bring media kits, we request that these kits be mailed to your Exhibit Hall booth on the EXPO floor, and then be transported by a staff member to the NRF Press Office. This policy is designed to protect your materials – convention center staff will be moving tons of equipment and boxes; mistakes can and do happen.

We generally see roughly 600 press attendees over the course of the show; however, please be advised that not all attendees may take a kit. Therefore, it is recommended that exhibitors be conservative in number of kits that are created for distribution at the show. Any media kits that are left over in the office at the end of the conference will be discarded. It is recommended that you supply the majority of your media kits for distribution at your booth and leave the rest for the press attendees.

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### **Who Do I Contact?**

If you have questions about press attendance or promotion for any of our conferences, please feel free to contact the NRF Communications staff members:

[eventpress@nrf.com](mailto:eventpress@nrf.com)

855-NRF-PRESS

### **Best Practices for Pitching Media at NRF 2018: Retail's Big Show**

The following is some insight on the best ways to reach out to retail reporters before, during and after NRF 2018: Retail's Big Show. **Please use this as a guide in your media relations efforts.**

Many of our events garner an extensive list of reporters and analysts from around the world. Our public relations efforts prior to any NRF event are specifically catered to meet our needs; however, we do encourage you to conduct your own outreach before the event to boost your profile and increase your company's visibility in the media.

Here are a few suggestions to maximize your press coverage and your time.

- **When possible, make news.** Exhibitors who often get the best press response are those who launch new products, announce new clients, or otherwise make a splash during the conference. If you plan to make a major announcement onsite, let us know and we will be happy to give you guidance on the best days and times to make those announcements. We often know when reporters are busiest and can offer advice on the best way to make your news stand out.
- Reporters who cover our conferences have many beats, including consumer trends, fashion, finance and the economy, technology and eCommerce, and even legislative/government issues. As a result, it's important to cater your pitch to each reporter. (To get a sense of what specific reporters write about, do a simple Google search and you can usually find past stories.)
- **Never send a mass email pitch to the pre-registered list of reporters we send you without determining that the reporters on those lists will be interested in your announcement.** Your success rate will likely be very low and sending out a blanket email to a reporter who is likely to have no interest could make your company look bad.
- Reporters love new story ideas and like being approached with article suggestions before any conference or event. If you contact a reporter, try to think of a specific story pitch instead of just calling and introducing your company and offering up your spokesperson.
- Try to arrange interviews or a time to meet ahead of time instead of trying to track down a reporter onsite. Many reporters are working on deadline and have very set schedules, so they do not have a lot of time for mulling around or for impromptu meetings.
- Make sure your spokesperson is prepared by offering to assist with messaging or a practice run. Do a little digging on each reporter the company spokesperson will be meeting with so that they have ideas of these reporters' past stories and some insight on what the interview will be about.