



PART 1: ATTENDEE INFORMATION

Please fill out entire registration form completely. (One form per person.) Part 1: Attendee Information must be completed for registration processing.

- Yes No My information can be shared with exhibitors for a ONE-TIME pre & post show touch.
- Yes No This is my first Retail's BIG Show. If NO, # of shows (over the years) attended: _____
- Yes No I wish to start/renew my **FREE** subscription to *STORES* Magazine.
- Yes No I wish to receive NRF SmartBrief, a **FREE** daily email of retail news.
- Yes No Would you like to learn more about NRF's advocacy efforts on Capitol Hill/Washington, DC?
- MR. MRS. MS.

Full Name: _____ Job Title: _____

Company: _____ Is your company a retail? Yes No

Address: _____ City: _____ State: _____ Postal Code: _____

Country: _____ Direct Phone: _____

Cell: _____ Fax: _____

Business Email: _____ I confirm that the email address provided is legitimate. Yes No

- LEVEL**
- C-Suite (CEO, CFO, CIO/CTO, CMO, COO)
 - Senior Executive: SVP, EVP
 - Director
 - Analyst
 - General Counsel
 - President
 - Vice President
 - Manager
 - Educator
 - Owner/Principal

- JOB ROLE**
- Business Development
 - Customer Service & Support
 - E-Commerce/Digital
 - Finance
 - Marketing
 - Mobile
 - Research
 - Consulting
 - Distributing/Supply Chain/Logistics
 - Events/Trade Show Management
 - IT/Information Systems, MIS
 - Merchandising
 - Public Relations
 - Sales
 - Strategic Planning

- ROLE IN COMPANY PURCHASE DECISIONS**
- Final Say
 - Recommend
 - Specify Supplier/ Product
 - No Role

- WHAT IS THE APPROXIMATE COMPANY PURCHASE WITHIN THE NEXT YEAR ON ECOMMERCE TECHNOLOGIES?**
- Up to \$100K
 - \$100,001 to \$250,000
 - \$250,001 or more

- TYPE OF STORE OR BUSINESS — NON-RETAILERS ONLY**
- Apparel
 - Automotive
 - Chain Drug
 - Consumer Electronics
 - Convenience Store
 - Department Store
 - Discount Value
 - Entertainment/Theme Park/ Movie Theater/Casino
 - Footwear
 - Grocery
 - Hardware and Home Centers
 - Health, Beauty, Cosmetics
 - Home Furnishings and Housewares
 - Jewelry
 - Mall/Real Estate
 - Manufacturing/CPG
 - Office Supplies
 - Pet Supplies
 - Restaurant
 - Sporting Goods
 - Start Up
 - Toys and Hobbies
 - Venture Capital

ADA Services
 Please indicate if you require special services: Yes No
 If yes, please list: _____

REGISTRATION POLICY
 No person under the age of 18 will be admitted into the exposition. No cameras or videos allowed.
CANCELLATIONS—All cancellation requests must be in writing. Requests received by **December 18, 2017**, will receive a full refund. No refunds for requests received after **December 18, 2017**, regardless of when the registration is received. Non-attendance does not constitute cancellation.
SUBSTITUTIONS—All requests for substitutions must be made in writing and cannot be made once you have checked into the event or sub-event on-site.

PART 2: REGISTRATION FEES

Full Conference - Includes sessions & access to EXPO Hall.

INTERNATIONAL RETAIL TEAMS	
Minimum of 10 individual international retailers required to receive rate.	<input type="checkbox"/> \$1,000 (each)

International Retail Teams can only be made of retail companies. Retail companies must be qualified prior to registering.

Company: _____

Website: _____

Address: _____

City: _____ State: _____

Postal code: _____

Telephone number: _____

Send this information to: cuevass@nrf.com

- Retailer EXPO Only Pass**—Access to EXPO only FREE
- Guided Tours**—See nrfbigshow.com/tours for descriptions. Tours are conducted in English only. \$150 per person/per tour
- INTERPRETATION**—Portuguese Only \$100

PART 3: PAYMENT METHOD

TOTAL AMOUNT DUE (Registration fee and/or Interpretation, if selected): _____

PAYMENT METHOD: Cash Wire Transfer* Amex Diners Club Discover MasterCard VISA

CREDIT CARD #: _____ EXP. DATE: _____

NAME ON CARD: _____ CW: _____

BILLING ADDRESS: _____

CITY: _____ STATE: _____ ZIP CODE: _____

SIGNATURE: _____

*For Wire Transfer Information, please e-mail requests to wiretransfer-reg@nrf.com

RETURN THIS FORM WITH PAYMENT TO:
MAIL: NRF 2018 — C/O EXPERIENT
 5202 President's Court, Room G100, Frederick, MD 21703
FAX: 301-694-5124 **QUESTIONS:** 800-974-9069 or 847-996-5898

BADGE RE-PRINT POLICY: The re-print fee for a lost or stolen badge is 100% of original paid fee. *Badge sharing is prohibited.* I acknowledge these policies.