

# SPONSORSHIP OPPORTUNITY

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**NRF2023**  
RETAIL'S BIG SHOW

**INTRODUCING NRF'S CONSUMER PRODUCT SHOWCASE**  
*HELPING SMALL AND MINORITY-OWNED RETAILERS GROW*

**JANUARY 15-16, 2023**

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The [National Retail Federation](#) is the leading retail association representing retail for over a century. Wherever the industry goes, the nation follows – so it's committed to helping retail go further. NRF produces Retail's Big Show.

## **WHAT IS 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 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.

This two-day Showcase will provide a forum for these companies to present their consumer-facing products and services to thousands of attending retailers. Participating companies must be ready to do business with regional, national and global retailers that operate in the omnichannel marketplace.

## **WHO WILL BE EXHIBITING?**

- Small retailers looking for connections with large retailers in hopes of future partnerships and/or shelf space (virtual or physical)
  - Sellers/retailers looking for investor support
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## **SECURE A SPONSORSHIP**

Sponsors are companies that have relationships with retail/brand startups, entrepreneurs and future-forward consumer-related products and want to help small businesses succeed.

### **Who should be a sponsor?**

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

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**OPTION 1: TITLE SPONSOR** (5 AVAILABLE) \$75,000 NRF MEMBERS / \$77,000 NON-MEMBERS

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**BENEFITS:**

- If desired, recommend/secure up to 20 innovative retailers to participate in the Showcase (retail participants must fit Showcase criteria and are subject to NRF approval)
- **Sponsorship includes:**
  - Logo on entry signage/banners
  - 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 all 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

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

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- **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 all 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

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**WANT TO LEARN MORE OR SIGN UP?**

Contact Susan Newman at 202-626-8154 or [newmans@nrf.com](mailto:newmans@nrf.com).