



PRESS INFORMATION

Does your company have something important to say? If so, NRF PROTECT is the place for you to say it. Our schedule of annual conferences provides a wonderful opportunity for you to make major new product or business announcements to a targeted media audience.

Depending on the scope of the conference, NRF provides several options to help augment your company's public relations efforts. 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 PROTECT generally receives media attention from various well-known industry trade publications, national daily newspapers, news wires, broadcast news services, magazines and retail consultancies.

While NRF is pleased to be able to provide these options to NRF PROTECT 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 written press releases, media alerts, advanced media mailings and telephone pitching.

Pre-Registered Press Lists

NRF can provide exhibitors with access to a pre-registered press list of media attendees. This list provides you with a sneak peek at which media organizations will be attending our show. The list will be available **online in the Exhibitor Resource section of the NRF PROTECT website**. You will be given a company specific code upon your registration as an exhibitor that will allow you to enter the online resource center.

Please share this code with your PR contacts to allow them access to the list. This year, we expect the list to be available May 21, 2019. The press list will be updated weekly as the event nears. For questions regarding that code and your access to that section of the website, please contact Williana Parker at Parkerw@nrf.com.

Please note that media attendees are not required to pre-register for NRF PROTECT – and a larger number register on-site every year. The location of the event each year has an impact on the number of reporters who attend. With the conference in Anaheim, CA this year, we expect local media as well as multiple trade publications to attend, drawing approximately 15-25 reporters and analysts.

Media Kits & Announcements

Conference exhibitors are welcome to drop off media kits for press attendees to peruse during the show. These kits can be placed on specially designated tables near the hall entrance. There is no space other than this table 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 NRF PROTECT floor. 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 15-25 press attendees over the course of the NRF PROTECT conference; however, please be advised that not all attendees may take a kit. Therefore, it is recommended that exhibitors be conservative in the number of kits that are created for distribution at the show. Any media kits that are left over 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. As full conference attendees, reporters have full access to the Exhibit Hall and, therefore, can access your kits there as well.

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 Public Relations staff.

Media Relations
855-NRF-PRESS
EMAIL: eventpress@nrf.com