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# **A Roadmap to the NRF Annual Convention & EXPO**

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## **Successful Best Practices for Associate Members to Exhibit and Attend**



**Prepared by:**

**NRF Associate Member Advisory Council (AMAC)**

**In Cooperation with the  
National Retail Federation**

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## **Section 1 - Purpose of the Roadmap Guide**

The NRF Annual Convention & EXPO is promoted as “Retail’s BIG Show.” This promotion is very accurate as it is a very big show and your participation at this industry event can be very productive from a business development perspective, if done right. This guide will provide practical advice to managing your participation from an associate member perspective. It is a supplement to all the information that is available from the NRF. The intent is to provide information whether you are attending for the first time or taking advantage of the exhibit and sponsorship opportunities.

We hope you find this information of value as it is based on select NRF Associate Members Advisory Committee (AMAC) members’ years of attending and exhibiting experience.

The following links will provide you access to more information on the NRF Annual Convention & EXPO:

NRF Annual Convention [Home Page](#)

- [Registration and Housing](#)
- [Annual FAQs](#)
- [www.javitscenter.com](http://www.javitscenter.com)
- [Exhibitor Resource Center](#)

[NRF Blog](#)

[Information on the NRF Associate Member Advisory Council](#)

## **Section 2 – 2012 NRF Annual Meeting Overview**

In 2012, the National Retail Federation (NRF) will be celebrating its 101st anniversary. The theme for this year’s event is: “ Retail’s NEW Rules ” Dates for this year are: January 15-18, 2012, with show days of January 16-17. This event now boasts a size of approximately 22,000 total attendees with approximately 11,000 retailers participating. The show is always held in New York City in the early to mid-January timeframe. This large show, held in a large international city, can be daunting to navigate, so we hope you will take into consideration these recommendations on various aspects of this event.

The NRF offers various programs and events over the course of a year. The NRF Annual Conference & Expo is positioned as a “retail solutions” event, featuring educational tracks in Information Technology, Brand Management, Sustainability, Merchandising, Store Operations, Global Retailing, Digital Retailing, Supply Chain, and Store Design. There are other NRF conferences that focus on specialty areas of retail such as marketing, loss prevention, merchandising, etc. Before you make a decision to attend or exhibit, you should review all the NRF events to ensure this is a program that meets your specific business offering.

You can [learn more about these other events online.](#)



## **Section 3 - Before You Go Planning**

This section is designed to help you during the planning stages for your participation as an attendee or exhibitor.

### **To Attend or Exhibit? – That is the Question**

#### **Attend**

If you plan to attend this event, please be advised there are multiple options in participation. You can come as a Full Attendee with access to evening events, breakfasts, lunches and networking roundtables as well as all the sessions. If you are attending to hear what's new in the industry, desiring more retail education or broad networking, this may be the appropriate choice. If you want to observe the exhibit area, there is an option for an Exhibit Hall Only pass. This provides you access to the exhibit hall, general areas and select events. Retailers can attend the EXPO for free. There is a charge for non-retailers.

#### **Exhibit**

If you are considering exhibiting, keep in mind that the authors, at the time of this publication, estimate that the minimum cost to exhibit in a 10x10 space is \$8,000-\$10,000 plus staff travel expenses. The booth space fee, set-up and dismantle expense, and a minimal expense for rental equipment is included in this estimate. It does not include give-aways, sponsorships or special promotions. It is estimated that each staff member that attends will spend about \$2,000 in travel and meal expenses. The booth space fee will include one full registration and six expo passes per 10 x 10 space.

#### **Exhibit Staffing**

Once you've made the decision to exhibit, below are guidelines for staffing your booth. In a 10x10 booth, we recommend 3-4 staff. They would include one staff for booth set-up and dismantle, traditionally a marketing person. One staff would be delegated for installing demo equipment and used for performing the actual demos. One sales staff would be sufficient for overall coverage. For a 10x20 booth, you can expect to add 1 to 2 more staff to support an additional demo pedestal and an incremental sales staff.

For a 20x20 or 20x30 booth, you will need approximately 10-12 staff. Ensure you include someone to set-up and dismantle and handle logistical support for the week.

An example of staff breakdown for a 20x20, or 20x30 booths, would include 3-6 pedestals for demos. We recommend 4-5 sales personnel, 2-3 executives and 5 staff for demo coverage. These demo staff may include marketing, product management or technical support. We suggest you include staff with diverse roles as a high priority. You will get more coverage to support sales campaigns, customer meetings, attend sessions for educational purposes, media inquiries, partner meetings, etc.



## **Meetings: Customers, Prospects, Partners, Media, Press and Analysts**

Our best recommendation for ensuring a successful exhibiting event is to pre-schedule meetings with customers and prospects. Remember, this event attracts 11,000 retailers with their attention being sought after by more than 500 exhibiting companies. As the event is only 2 days, there is limited time for the retailers to participate in the exhibit hall. Leverage as many times for meetings throughout the day; breakfast meetings, lunches, dinners, etc.

Start calling for meetings in October. The best lead generation is your sales representatives contacting, communicating in advance and getting face time with customer and prospects at the show. They should start their calling program in October but don't worry if the retailers don't confirm at that time. You will start to see the rewards of your calling program 2-3 weeks in advance of the conference and expo. Keep a meeting scorecard which will help you track the number of meetings and manage the logistics around over- or under-booking. See Attachment 1 for a sample meeting scorecard.

Meeting locations need to be planned out in advance. You will need to justify the number of meetings as meeting space outside the expo hall is limited at Javits and therefore priced at a premium. At a minimum, have a table and chairs in your booth or with a larger booth plan a meeting space inside the booth. Other options include reserving from NRF a meeting room on the EXPO floor or reserve a hospitality suite at a hotel for meeting space. Seeking space in the lobby area or cafeteria is challenging specifically around the lunch and break-times as the areas are full. There are no guaranteed spaces for meetings.

Leverage partner participation from a meeting perspective. It may be a good time to have a senior level meeting with your partners as many of the executives will be in attendance. However, be aware that the partners may be reluctant to share their time since they are in attendance to meet with customers and prospects. You will need to be creative and crisp with your meeting request and ensure there is a solid value proposition for your partner.

Take advantage of the media, press and analysts attending the conference and expo. NRF has a specific press room and allows exhibitors to display press kits just outside of the room. Consider building a press package to leave there. The media and press are interested in new and creative retailing initiatives. The editors will meet with you onsite but they want newsworthy articles, primarily with customer references for stories. Consider a corporate briefing but remember for any inclusions in articles, the editor may still want the customer angle. The analyst briefings may have more value as they are interested in your view of the market, new trends and may not require a customer for any research articles they are writing. NRF has available a pre-registered media and analyst list. If you contract with a Public Relations agency, have them set up the media, press and analyst meetings in advance. They can provide you information about what topics an editor or analyst has been recently covering. Bring a briefing presentation deck with you to help guide the conversation in an efficient manner.



## **Master of Exhibiting Ceremonies**

Assign a staff resource in advance to take on the role of the Master of Ceremonies. Appoint this person in charge of keeping meeting schedules, organizing the booth on a daily basis, scheduling booth coverage during breaks and lunch and, most of all, collecting the lead information generated at the show.

## **Marketing Campaigns and Tactics**

Not all marketing tactics have the best value – you'll need to decide which fits your business, product set and budget. Be aware of all the sponsorship opportunities and determine if they best suit your efforts to communicate your messages. In the first calendar quarter, start reviewing the NRF sponsorship opportunities to ensure you get what you desire. Be prepared to make quick decisions if a sponsorship is of interest to you as they sell quickly.

NRF does not make the pre-show list available. Therefore, it is crucial that you implement your own marketing campaign to your customer and prospects to get them to come see you at the show. NRF makes this easy through our FREE HALL PASS and exhibitor Invite options.

To maximize your presence, you should also leverage the free tactics that come with a booth. Make sure you get your name into the program guide and the on-line listing. Include your exhibiting information and your booth number on your own website. Use email campaigns to gain awareness and leverage your sales representatives to make phone calls. Remind your customers of your presence at the BIG Show at every opportunity – during webinars, conference calls, or other means of outreach. Look for partner opportunities to co-market in advance of the show. Take advantage of the Retailer EXPO Only Passes for pre-show marketing. Review the brochure for retailers speaking at the conference and augment your sales contact list with their names.

Working with a smaller budget? NRF has many sponsorship opportunities that range in price and can tailor a package to fit your needs. Because opportunities are unlimited, these need to be discussed on a one-to-one basis so that we can determine company goals and offerings.

We highly recommend that you bring a give-away to provide to your booth visitors. We recommend small, inexpensively-priced items supplemented with one larger prize awarded at the completion of the show. Follow best "green" practices on the item itself and packaging of the give-away.

There is a portable lead generation scanner available for rent that we recommend. It is easy to use, and its portability allows it to be used across your booth property, and provides you information about your booth visitors in an electronic form which minimizes paper. Most lead capturing devices come with a USB drive that automatically downloads the leads that you keep at the end of the show. Remember to take the USB drive out of the device when you return the equipment and bring a backup USB drive just in case they don't provide one with your scanner.

You should be finalizing your marketing campaigns in October to support the effort to obtain customer meetings.



## **Speaker Opportunities**

The call for speaker proposals starts early – typically by March -- and the initial selection process is completed by Labor Day.

If you have a great product, interesting ideas and great speakers in your organization, you could be a great addition to the NRF sessions. However, there are limited speaking spots and the NRF selection process is very stringent. Any vendor can submit a speaker proposal but to get selected you will need a retailer that would be willing to co-present. Also, just having a customer co-present may not be enough. If your topic isn't new or it has been presented in the past, you may not get selected. You are always welcome to get feedback from the NRF staff prior to submitting your speaker proposals. NRF suggests the following tips for submitting speaker proposals:

1. **Quality counts:** speaker proposals that do not offer substantive information on what the attendee will learn, do not address a key business need for retailers, or are incomplete typically do not receive serious consideration.
2. **Creativity matters:** Innovative presentations, featuring new research, first-time case studies of new initiatives, or “the next big idea” are highly sought after.
3. **Retailers resonate:** NRF's experience is that sessions presented by retailers are more highly rated than those that are not. All retail segments, from within or outside the US, are of interest.
4. **Relevance rules:** If the session isn't relevant to the retail industry, it won't be considered.
5. **The System means something:** Use the online submission format, and save your login code – get familiar with the process NRF uses. This is their preferred method for monitoring sessions under consideration, etc., and sessions submitted “over the transom” are typically not as highly considered by the content development team at NRF.

NRF also offers exhibitors the opportunity to sponsor an “Exhibitor Big Ideas” Session which is a session developed by the exhibiting company and is presented on the EXPO floor – thereby open to all attendees. Sponsorship fees range from \$7,000-\$15,000 for NRF Members and \$10,000-\$15,000 for non-members. Depending on the topic, and pre-show promotion done, these tend to get a large audience (the room holds up to 125 people). It is always a good idea to book these early as they sell quickly and the more pre-show promotion you can get for these the better.

## **Making Hotel Arrangements**

If you're exhibiting for the first time, please see the previous section on staffing for guidelines to determine the appropriate number for your room block. If you've exhibited in the past, you may want to create your block based on your previous year's attendance. NRF has an Official Housing Bureau to help manage your reservations whether you need a large block or an individual reservation. Call **800-830-6743** to speak with a housing representative.

The NRF offers sponsored hotels in the New York City area. We suggest you reserve your single or group blocks with one of these hotels as they offer special conference rates and include bus transportation to and from the convention center. Room blocks are required for large groups. For the actual hotel you select, you will want to factor in cost and your staff's likes and dislikes to ensure they have an enjoyable experience. If you select a hotel that doesn't accommodate your organization's needs (i.e., poor





internet connections, limited accessibility, no workout facility, no meeting rooms, etc.) you will find your staff to be less efficient.

We recommend booking rooms prior to the room block deadline. Consider blocking your rooms as early as January or early February for the following year's Show. The blocks for many of the hotels sell out quickly. We also suggest overbooking a couple of extra rooms as it is easier to release rooms near the start of the conference if they are not needed rather than finding additional rooms. Also, please note hotel cancellation policies as they vary by hotel and could require a 24 to 72 hour cancellation to avoid losing room guarantee deposits.

## **Conference Registrations**

We recommend having your staffing and personnel identified to attend the conference and expo prior to the room block cutoff and only make last minute changes. Book flights around the time you submit the final names for the room block. Confirmed attendees will be supplied online confirmation forms for express badge pickup. Make sure everyone brings the confirmation form so they can use the express lane registration. Monday morning is very busy for registration check-in so plan accordingly. You earn full conference badges based on booth size, so think carefully about to whom you assign the full conference badge. These badges provide admittance to all delegate functions at the BIG Show, including educational sessions, Super Sessions, and lunches on Sunday, Monday and Tuesday.

## **Build an NRF Conference & EXPO Fact Sheet**

We've found that your staff is more effective and efficient if you provide them with all the information they need for the conference in one briefing. Develop a fact sheet that outlines all your staff attendees – their arrivals and departures, hotel logistics, dress code, cold weather apparel, your activities scheduled, cell phone numbers, event information, team meetings and customer meetings dates and times. See Attachment 2 for a sample fact sheet.

## **Dress Code**

The official dress code for the BIG Show is business casual on Sunday, and business attire Monday through Wednesday. While many retailers dress business casual, we suggest that if you are an attendee, you dress in business attire. If you are exhibiting, outline your dress code requirements well in advance; for example: "business formal" or "themed dress" for booth workers. Your executive management might want to consider business formal. Booth workers should be briefed well in advance on total dress requirements.

We highly recommend logo'd attire for booth personnel. In addition, augment the required NRF conference badge credentials by producing "hard badges" – plastic badges with booth personnel's name and your company logo – to be worn during Show hours.

## **Think Green**

We don't recommend bringing a lot of collateral. Bring the minimum because the attendees appreciate electronic follow-up. NRF is a green organization so this supports





their efforts. Consider sustainability in other areas as well such as give-aways, packing materials, etc. Rent the portable lead generation scanner to minimize paper in your booth. Bring a USB drive to export the file at the end of the show. As an attendee, you should think about asking for information in an electronic form rather than taking paper materials.

## **International Considerations**

The NRF BIG Show has a large international contingent. There is an international reception that takes place on Saturday evening for these attendees. Also, all sessions are simultaneously translated into Spanish and Portuguese. If you have multi-lingual staff, you may want to consider them for booth support specifically if they speak Spanish or Portuguese.

## **Event Participation Planning**

Remember, this event attracts 11,000 retailers with their attention being sought after by over 500 exhibiting companies. If you are looking for events that draw the retailers together for networking purposes, we offer insight to key activities. However, we recommend you review the total agenda for all activities.

- Sunday night Opening Reception – this event is open to all attendees. The 101st Anniversary Opening Reception will take place at the Marriott Marquis in Times Square.
- The ARTS Member Update is actually open to all attendees and provides an update on the ARTS committee activities and addresses new initiatives in technology.
- Industry analysts hold briefing sessions disclosing their new reports and surveys like RIS News and IHL.
- There are various breakfast and networking luncheons that are open to associate members.
- The Big Show educational program is valuable, with Super Sessions usually taking place before lunch, and concurrent sessions taking place in the afternoon, ending by 4:00 p.m. each day.
- Many of the vendors offer personalized booth tours but you'd need to check with the vendor at their reception counter.
- Traditionally, there is a networking social held in the exhibit hall in the afternoon.
- NRF convention rules specify that exhibiting companies cannot plan large parties during "official NRF events." . Please check the show schedule online before planning any social events before, during and after the Convention.

## **Booth Selection for Next Year's Conference & EXPO**

We recommend you pick your exhibit spot for the following year while you are at the show to take advantage of the best locations. Socialize with your management prior to the event on budget and size of the booth so you are prepared to make a decision. Bring a credit card with you to the booth selection meeting as a deposit is required if you reserve at the show. If you choose not to select your booth onsite at the show, you should do so shortly thereafter.



## **Exhibit Services**

The Exhibitor Kit is usually available in the late summer/early fall timeframe. If you are exhibiting, this is your bible for the conference and expo. Please review it thoroughly in advance so you know your deadlines and the relevant paperwork that you are required to complete. To make sure you meet the deadlines, build a project schedule with the key milestones. If you are working with an exhibit house company to build and order show services on your behalf, make sure they get access to the exhibitor kit as well.

There are pre-show order dates where you get a discount on the services i.e., carpet, furniture rental, electrical services, etc. if you order before the close of the pre-show date. This will save you significant dollars so make sure you meet the deadlines. Prepare in advance the needs required to make your booth a success. On-site ordering of furniture, internet, etc. delays set-up and is more expensive. Bring copies of all order forms, confirmations and receipts in case you don't get a delivery of a particular service. This will save you time and expedite service.

There are two options to secure exhibit services. You can fill out the appropriate forms yourself, or hire an exhibit house company to handle all show service orders, booth build and shipping. Please be advised that exhibit houses charge an additional service fee for ordering show services on your behalf. However, the benefit is that the exhibit house is more familiar with the terminology, requirements and regulations at the Javits Center. This is especially beneficial for larger booth builds. If you are taking on the task of completing the paperwork, please familiarize yourself with the requirements for larger size booths (floor plan submission, booth height approvals, electrical layout design, rigging services, etc.).

Please refer to the Exhibitor Service Manual early in the planning process to determine the official contractor for the show, as this does change occasionally. If you have hired an external contract, make sure the external contractor is aware of the rules and regulations and have submitted the appropriate papers to get approval to work on your behalf.

Don't forget to prepare outbound shipment prior to arrival. Work with the official contractor or your exhibit house to make sure that your booth and materials get back to the appropriate place on time.

Be aware there are various companies that offer services that are not affiliated with the NRF. They will likely contact you and promote significant discounts for contracting for their services and some of these may not be legitimate companies. If you have any questions regarding these solicitations, NRF welcomes your inquiries as it helps to "police" these companies. Please forward this solicitation (if by email) to [NewmanS@nrf.com](mailto:NewmanS@nrf.com). If by telephone, please get the name and number of the caller and forward this information to NRF via email to [NewmanS@nrf.com](mailto:NewmanS@nrf.com).

## **Plan Your Schedule In Advance**

The convention center and exhibit hall are huge. Map out who you want to visit in advance with target dates and times and incorporate sessions and networking events you wish to attend with networking events. Arrange meetings in advance to maximize your time. You should come to the NRF Conference & Expo with a set personal agenda.



NRF also offers an online BIG Show [education planner](#) with sessions searchable by speaker, track, and date/time. The planner will go live in the fall, when sessions begin to be confirmed for January. The online information is the most up-to-date information available and should be used to plan your time at NRF's BIG Show.

## **NRF Contact Information**

As a new exhibitor at NRF's BIG Show, we recognize that you may have questions regarding your upcoming show experience. Our [NRF Team](#) is always eager to assist you.

In the meantime, if you have questions, contact Tami Sakell, Senior Director, Exhibit Sales & Sponsorships, at 202 661 3044 or [sakellt@nrf.com](mailto:sakellt@nrf.com).



## **Section 4 - While You Are There**

### **Transportation**

There are three airports that service the New York City area; Newark, LaGuardia and JFK. Check all three locations for best airline prices, but know the taxi fee to/from JFK is higher than the others. Use shuttles or travel with multiple staff to minimize costs. The airport and hotel can provide information about rates. For your safety, stay away from limousines or unauthorized taxi cab drivers.

Car rental isn't necessary as you'll pay more for rental and parking. NRF sponsors shuttle bus service from their sponsored hotels; otherwise taxis in New York are easily available. The shuttle buses are available all day long starting early in the morning and until 6:00pm on Sunday – Tuesday. For exhibitors, there is a weekend shuttle service but not as frequent as during the show. The hotels will have information on the daily pickup times. Note that the pickup lines at the end of the show are long so plan your time accordingly. Taxis are available in front of the Jacob Javits Center but are limited at the end of the show. You may want to consider walking a few blocks to catch a taxi. Unless you have made alternative transportation plans, do not miss the last bus on the last day of the show. Also, some of the hotel bus routes are busier than others so you can check out alternate bus routes at different hotels. The hotel may be just a few blocks away.

### **Lunches**

Full delegate registrants are eligible to partake in lunch service on Sunday and Tuesday. We have a Members-Only lunch for NRF and Shop.org Members on Monday as well. If you are not a full delegate, the food court on the lower level of the Javits is your best option. There are no nearby restaurants within walking distance. The average meal ticket is \$15-\$20 and the vendors will take cash or card payments.

### **Facilities and Other Information**

- There are two ATMs in the convention center for access to cash.
- WiFi is available in the convention center for a fee.
- There is limited cell phone coverage in the exhibit hall.
- Expect long days – some of the breakfasts and meetings start as early as 7:00 a.m. Wear comfortable shoes as there is a lot of walking and we recommend you bring more than one pair with you each day.
- There are different colored badges based on attendance at the conference & expo. Attendees have a different colored badge than exhibitors, press and speakers. Retailers' badges will say "retailer" on the badge itself. Pay careful attention to pre-qualify attendees on the show floor.
- Dress appropriately for cold weather. It is usually quite cold in the city in January. Make sure you bring a hat, gloves and scarf and always bring your coat.
- There is a coat and luggage check at the Jacob Javits Convention Center, available for a fee. Plan ahead because the lines are long for both storage and retrieval.



- For exhibitors, include a case of water for your booth. If you want to serve coffee or anything beyond water, you must order it from the Jacob Javits convention services. Include an emergency kit with you with extra items like marking pens, scissors, duct tape, screw driver, extra power cord, an extension cord, Windex, paper towels, etc. It's not convenient to find an office supply store around the convention center. Include some light snacks like granola bars in case your staff doesn't have time for lunch.

### **Booth Staff “Best Practices”**

How your staff acts within the booth during the show is the most critical part of your company's success. Making sure the staff is standing, facing out to the aisle and friendly is crucial. Sitting, reading the paper or using your PDA's will kill your booth traffic. Instead of going straight into a demo, have your salespeople talk to the attendee about what their challenge may be, what they are looking for, what their goals are etc. Getting them into a conversation BEFORE going straight into a demo will keep them involved much longer.

### **If you Have a Problem**

If at any point during the show you have a concern (like someone on the show floor who looks suspicious) or are not getting the service you need from a vendor, please come see Show Management immediately. NRF has an Exhibitor Office located in the front of the EXPO hall where you can ask questions or get solutions to your problems. Do not wait until after the event to share your concerns or issues. NRF needs to know about issues during the Show in order to take steps to resolve the situation quickly and to your satisfaction.

If you are an attendee, please visit with NRF Registration Staff. They will ensure a prompt response to your concern.



## **Section 5 - When You Return Home Activities**

We recommend you host a debriefing meeting with all the staff that attended right away. Topics should include an overview of each contact met with, the topic of each discussion and any actions items. For exhibitors, review your leads and assign to sales staff for follow-up.

Document and develop a "headlines" update to share with your associates. Your headline update should key on emerging trends, notable sessions, views on the economy and impacts, rumors and any new products that had appeal. Document lessons learned from what went well and what you'd like to change for future years. For exhibitors, include changes to the booth, if your key messages were effective and any items missed.

For exhibiting vendors, a post show list will now be available. The NRF will provide physical mailing addresses so you can create a post-show mail shot. Please factor in timing for an NRF review as your mailing will need approval by NRF. There is a fee associated with this activity. Make sure you have your marketing document completed prior to the conference and expo for timely distribution at the conclusion of the show.

When you get to this point post show, refer to section one to start the process all over again!



## **Section 6 – Hints and Tips about the Jacob Javits Convention Center**

- Plan wisely when you depart to the Javits Center. It's not convenient to move back and forth between a hotel and the convention center. It takes about 20-30 minutes to get back to a hotel.
- Get your Starbucks before you get to Javits! The lines are long.
- Avoid the food court at prime lunch time as the lines are long and seating is limited. Try to go a little earlier than when the sessions break for lunch or around the time sessions restart. Don't be afraid to ask for permission to join a table that is already occupied. This is a great way to network.
- The Jacob Javits Center offers two concierge desks, airport shuttle service, a business center, WiFi services, a shoe shine stand, ATMs, three Hudson News outlets, a Starbucks kiosk and a cafeteria and food concessions area.
- It's much easier to ship items to the Javits rather than to a hotel. Work with show management on shipping to ensure timely delivery to your booth. If you do have items shipped to the hotel, be prepared to hand-carry them. Remember it's a fair bit of a walk from the shuttle bus drop-off to the exhibit hall.
- Exhibiting costs in New York are higher than other cities. The union labor laws are really strict and you are at the mercy of the workers. Allow plenty of time to place orders and requests.
- Jacob Javits Center has a Kinko's business service on site for photocopies and other services. It's convenient to have on site, but you will pay a premium for the services. If you have an existing Kinko's account, make arrangements in advance. You may be able to email your orders to an on-site representative and take advantage of any corporate pricing you have with them.
- For additional information about Jacob Javits center, please check their website at: [www.javitscenter.com](http://www.javitscenter.com). This site also has a floor plan that you might want to include in your NRF Conference & Expo Fact Sheet.





## Attachment 1 – Sample Meeting Scorecard

The matrix below is used to identify the key targets for meetings with focus on the CIO, CFO, VP Store Systems and VP Marketing staff. The key customers and prospects target is used in the meeting scorecard.

### NRF Retailers to Contact

### KEY (REQ - Requested Meeting) (DEC-Declined Meeting)

Customers	CIO Name	CFO Name	VP Store Systems / Retail Systems Name	VP Loss Prevention Name	VP, Marketing Name	Notes	Account Executive
Key Customer 1						CONFIRMED/TIME	Johnson
Key Customer 2						Scheduling	Smith
Key Customer 3						DEC	Evans
Key Customer 4						REQ	Johnson
Key Customer 5						CONFIRMED/TIME	Evans
Key Customer 6						NOT ATTENDING	Johnson
Key Customer 7						NOT ATTENDING	Johnson
Key Customer 8						REQ	Evans
Key Customer 9						CONFIRMED/TIME	Smith
Key Customer 10						REQ	Smith
<b>Prospects</b>							
Prospect 1						Scheduling	Evans
Prospect 2						NOT ATTENDING	Evans
Prospect 3						REQ	Smith
Prospect 4						CONFIRMED/TIME	Johnson
Prospect 5						DEC	Smith
Prospect 6						NOT ATTENDING	Evans
Prospect 7						CONFIRMED/TIME	Evans
Prospect 8						CONFIRMED/TIME	Johnson



The matrix below is the actual scorecard that is used to track success of securing meetings at the NRF Conference & EXPO. The targets are identified from the above matrix and then the confirmed meetings are compared to the targets.

**NRF Show – Meeting Scorecard**

Account Executive	Targets	Monday Meetings	Tuesday Meetings	Meetings Setup
Johnson	6	2	1	3
Smith	5	1	0	1
Evans	7	1	1	2
<b>Total</b>	<b>18</b>	<b>3</b>	<b>5</b>	<b>6</b>



## Attachment 2 – Sample NRF Conference & Expo Fact Sheet

<i>NRF Fact Sheet</i>					
<i>Name</i>	<i>Confirmation #</i>	<i>Arrival</i>	<i>Departure</i>	<i>Badge Type</i>	<i>Cell Phone</i>
<b><u>Hotel Information:</u></b> <i>Name</i> <i>Address</i>  <i>Phone Number</i> <i>Website</i>				<b><u>Shirt Schedule:</u></b>  <b><i>Monday</i></b>  <div style="display: flex; justify-content: space-between;"> <div style="width: 40%;">Females</div> <div style="width: 60%;">White Shirts</div> </div> <div style="display: flex; justify-content: space-between;"> <div style="width: 40%;">Males</div> <div style="width: 60%;">Grey Pants Blue Shirt &amp; Khaki Slacks</div> </div> <b><i>Tuesday</i></b>  <div style="display: flex; justify-content: space-between;"> <div style="width: 40%;">Females</div> <div style="width: 60%;">Blue Shirts</div> </div> <div style="display: flex; justify-content: space-between;"> <div style="width: 40%;">Males</div> <div style="width: 60%;">Plaid Pants White Shirt &amp; Black Slacks</div> </div>	
<b><u>Exhibit Hours:</u></b>		<b>Booth #</b>			
Move In	Saturday				
	Sunday				
Booth hours	Monday				
	Tuesday				
Move Out	Tuesday				
<b><u>Team Meeting:</u></b>					
Sunday					
Monday					
<b><u>Visitors to Stop by Booth:</u></b>		<b>Contact:</b>	<b>To See:</b>		