

NRF[®] NXT

RETAIL'S DIGITAL DEEP DIVE

July 22 - 24, 2019 | Four Seasons Hotel | Las Vegas, NV

NRF NXT is a sponsor-driven event (no booths) that brings together 350 retail professionals responsible for driving success to their business through digital commerce.

The workshop focuses on attracting all levels (C-level to senior managers) of digital leaders who are responsible for:

Marketing Strategy	Content Strategy
Marketing Analytics and Data Science	Brand Managers
Consumer Insights	Media Planning and Buying
Ecommerce	Customer Experience
Digital, Social and Mobile Commerce	Marketing Innovation
Multichannel Marketing	Technology

Sponsorship Packages

TITLE SPONSOR
\$150,000
One (1) available

Benefits include:

- Sending up to eight (8) senior level executives to participate in all NRFNXT 2019 activities, except the NRF Council member-only meetings.
- Opportunity to submit a retail speaker for NRF content (with approval and session placement to be determined by NRF)
- Keynote Room Naming
- Promotion on 2 activations which will be positioned in various locations during the event.
- 2 educational white papers or POV articles on the NRFNXT 2019 website.
- Recognition on marketing materials: logo and direct link on event website, logo in the event mobile app, on-site signage, welcome screens in the main session room. (all subject to marketing deadlines).
- One time use of the opt-in list for postal mailing OR one email post event.
- NRF to include matchmaking solutions for the event and will continue to share details as they are finalized

- NRF will help sponsor facilitate a private dinner by curating the registered attendee list to provide a focused guest/invite list for the dinner. All costs associated with the dinner are at the sponsors expense. Sponsor will be responsible for hosting and facilitating the dinner to include invitations, menu selection etc.

CHAIRMAN'S LEVEL

\$100,000 at the member rate, \$105,000 at the non-member rate

One (1) Available

Benefits include:

- Sending up to five (5) senior level executives to participate in all NRFNXT 2019 activities, except the NRF Council member-only meetings.
- Recognition as the Opening Reception sponsor, Lanyard sponsor (logo on lanyards with NRF logo), Badge sponsor (logo on badges along side NRF logo).
- Opportunity to work with NRF on inclusion for a case study presented during NRF NXT. (Topic, time, dates, speakers, will be led and approved by NRF).
- 2 free standing signs positioned in high traffic areas with sponsor provided creative.
- 2 educational white papers or POV articles on the NRFNXT 2019 website.
- Recognition on marketing materials: logo and direct link on event website, logo in the event mobile app, on-site signage, welcome screens in the main session room. (all subject to marketing deadlines).
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PLATINUM LEVEL

\$30,000 at the member rate, \$35,000 at the non-member rate

3 available

Benefits Include:

Choice of one of the following items, plus the overall Platinum benefits noted below.

1. Registration Gift
2. Tuesday Reception
3. After Hours Event Monday

Additional overall Platinum level benefits include:

- Sending up to four (4) senior level executives to participate in all NRFNXT 2019 activities, except the NRF Council member-only meetings.
- 2 educational white papers or POV articles on the NRFNXT 2019 website.

- Recognition on marketing materials: logo and direct link on event website, logo in event mobile app, on-site signage, welcome screens in the main session room, all subject to marketing deadlines.
- NRF to include matchmaking solutions for the event and will continue to share details as they are finalized
- One time use of the opt-in list for postal mailing OR one email post event.

Gold Level

\$20,000 at the member rate and \$25,000 at the non-member rate
8 available

Benefits Include:

Choice of one of the following items, plus the overall Gold benefits noted below.

1. Monday Lunch
 2. Tuesday Lunch
 3. Breakfast Monday
 4. Breakfast Tuesday
 5. Networking Break Monday
 6. Networking Break Tuesday
 7. In Room Amenity First Night
 8. In room Amenity Second Night
- Sending up to two (2) senior level executives to NRFNXT 2019 to participate in all event activities, except the NRF Council member-only meetings.
 - 2 educational white papers or POV article posted on the NRFNXT 2019 website.
 - Recognition on marketing materials: logo and direct link on event website, logo in the event mobile app, on-site signage, welcome screens in the main session room, all subject to marketing deadlines.
 - NRF to include matchmaking solutions for the event and will continue to share details as they are finalized
 - One time use of the opt-in list for postal mailing OR one email post event.

Silver Level

\$10,000 at the member rate and \$15,000 at the non-member rate
7 available

Benefits include:

- Sending one (1) senior level executives to NRFNXT 2019 to participate in all event activities, except the NRF Council member-only meetings.
- 1 educational white paper or POV article posted on the NRFNXT 2019 website.
- Recognition on marketing materials: logo and direct link on event website, logo in event mobile app, on-site signage, welcome screens in the main session room, all subject to marketing deadlines.
- NRF to include matchmaking solutions for the event and will continue to share details as they are finalized
- One time use of the opt-in list for postal mailing OR one email post event.