

PRESS INFORMATION

Does Your Company Have BIG news to share?

If so, NRF 2020: Retail's Big Show is the place for you to say it. Our schedule of annual conferences provides a great opportunity for you to make a significant new product or business announcement to a targeted media audience.

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 2020 generally receives media attention from various well-known industry trade publications, national newspapers, industry bloggers, broadcast outlets, and magazines.

While NRF is pleased to be able to provide these options to Retail's Big Show 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 initiatives may include press releases, media alerts, and advanced media mailings.

Pre-Registered Press Lists

NRF can provide exhibitors with access to a confirmed press list of media, analysts, and non-editorial attendees. This list provides you with a sneak peek at which media and analyst organizations will be attending our show. The list, which is made available on December 6, 2019 can be found in the **Marketing** section within the Exhibitor Resource Center on the NRF 2020 Retail's Big Show Website and is updated automatically every week (if needed).

IMPORTANT: You must use your company password to access the press list which was given to you upon your confirmation as an exhibitor. For questions regarding that code and your access to that section of the website, please contact Williana Parker at parkerw@nrf.com

Also, please pass that password to your public relations contacts which allows them to access the list anytime they need as well.

Please note that media attendees are not required to pre-register for the NRF 2020: Retail's Big Show conference—and a larger number register on-site every year. A final list of media attendees will not be available until approximately two weeks after the end of a conference.

If you have any questions or concerns, please contact the NRF media relations team at eventpress@nrf.com.

Media Kits & Announcements

Conference exhibitors are welcome to drop off media kits for press attendees to review during the show. These kits are placed by the NRF Press Office (room name to be finalized later) and arranged on tables outside the room in no order. There is no space outside of this room for table-top displays, large items, or set-ups.

If your company wishes to bring media kits, we request that these kits be mailed to your Exhibit booth on the EXPO floor, and then be transported by a company staff member to the NRF Press Office. 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 800 press and analyst attendees over the course of the show; however, please be advised that not all attendees may take a kit. Therefore, it is recommended that exhibitors be conservative in several kits that are created for distribution at the show. Any media kits that are left over in the office at the end of the conference will be discarded. It is recommended that you supply most of your media kits for distribution at your booth and leave the rest for the press attendees.

Whom Do I Contact?

If you have questions about press attendance or promotion for any of our conferences, please feel free to contact the NRF Communications staff members at email: eventpress@nrf.com or call: 855-NRF-PRESS.

Best Practices for Pitching Media at NRF 2020: Retail's Big Show

The following recommendations provide some insight on the best ways to reach out to retail reporters before, during and after NRF 2020: Retail's Big Show. Please use this as a guide in your media relations efforts.

Many of our events garner an extensive list of reporters and analysts from around the world. Our public relations efforts before any NRF event are specifically catered to meet our needs; however, we do encourage you to conduct your outreach before the event to boost your profile and increase your company's visibility in the media.

Here are a few suggestions to maximize your press coverage and your time.

- When possible, make the news. Exhibitors who often get the best press response are those who launch new products, announce new clients, or otherwise make a splash during the conference. If you plan to make a major announcement onsite, let us know, and we will be happy to guide you on the best days and times to make those announcements. We often know when reporters are busiest and can offer advice on the best way to make your news stand out.
- Reporters who cover our conferences have many beats, including consumer trends, fashion, finance and the economy, technology and eCommerce, and even legislative/government issues. As a result, it's important to cater your pitch to each reporter. (To get a sense of what specific reporters write about, do a simple Google search, and you can usually find past stories.)
- Never send a mass email pitch to the pre-registered list of reporters we send you without determining that the reporters on those lists will be interested in your announcement. Your success rate will likely be meager and sending out a blanket email to a reporter who is likely to have no interest could make your company look bad.
- Reporters love new story ideas and like being approached with article suggestions before any conference or event. If you contact a reporter, try to think of a specific story pitch instead of just calling and introducing your company and offering up your spokesperson.

- Try to arrange interviews or a time to meet ahead of time instead of trying to track down a reporter on site. Many reporters are working on deadline and have very set schedules, so they do not have much time for mulling around or for impromptu meetings.
- Make sure your spokesperson is prepared by offering to assist with messaging or a practice run. Do a little digging on each reporter the company spokesperson will be meeting with so that they have ideas of these reporters' past stories and some insight on what the interview will be about.