

# RETAIL'S BIG SHOW 2010



# Opportunity.

Jacob K. Javits Convention Center, New York City  
Convention: January 10-13, 2010  
EXPO & DESIGN STUDIO: January 11-12, 2010



**NRF 99th Annual Convention & EXPO**  
**Conference: January 10-13, 2010**  
**EXPO: January 11 & 12, 2010**  
**Jacob K. Javits Convention Center, New York City**

NRF Foundation Partnership Exhibit Opportunity  
At the 99th Annual NRF Convention & Expo

The NRF Foundation has secured a limited amount of space in the Exhibit Hall on the main floor during the NRF Annual Convention. Foundation partners like you can be in the center of the action during the EXPO in NRF Foundation's Retail Resource Center and Activity Area for 2 full days. This is a unique opportunity to meet and greet many of the more than 17,000 convention participants and to promote your services.

The display booths are 10' x 10' and are available to you as an NRFF partner at the following special rates:

**NRF Members: \$3,000      Non-Members: \$3,500**  
(A savings of \$2,500.)

**This fee includes one full Delegate registration pass  
and six exhibitor staff passes.**

The display space will contain:  
6-foot draped table, 2 chairs, 1 wastebasket  
Decorative pipe and drape on 3 sides  
(Other features available for order upon request from NRF Exhibits office)

**Reserve Your Space:**  
Complete Exhibitor Contract and return to  
Jennifer Atkins via Fax (202) 661-3042  
Or email to [atkinsj@nrf.com](mailto:atkinsj@nrf.com)

For more information call  
Jennifer at (202) 626-8196 or  
Evelyn Rose at (202) 626-8130

**Set up:** Sunday, January 10, 9:00am- 5:00pm  
**Exhibit Hall Hours:** Monday, January 11, 9:00am - 6:30pm  
Tuesday, January 12, 9:00am - 5:00pm  
**Tear Down:** After Close on Tuesday, January 12 until 11:59pm  
Wednesday, January 13, 8:00am – 3:00pm

To be included in the Exhibitors List in all convention materials,  
contracts must be received by **October 9, 2009**. For more information  
about NRF's BIG Show, visit [www.nrf.com/annual10](http://www.nrf.com/annual10) .