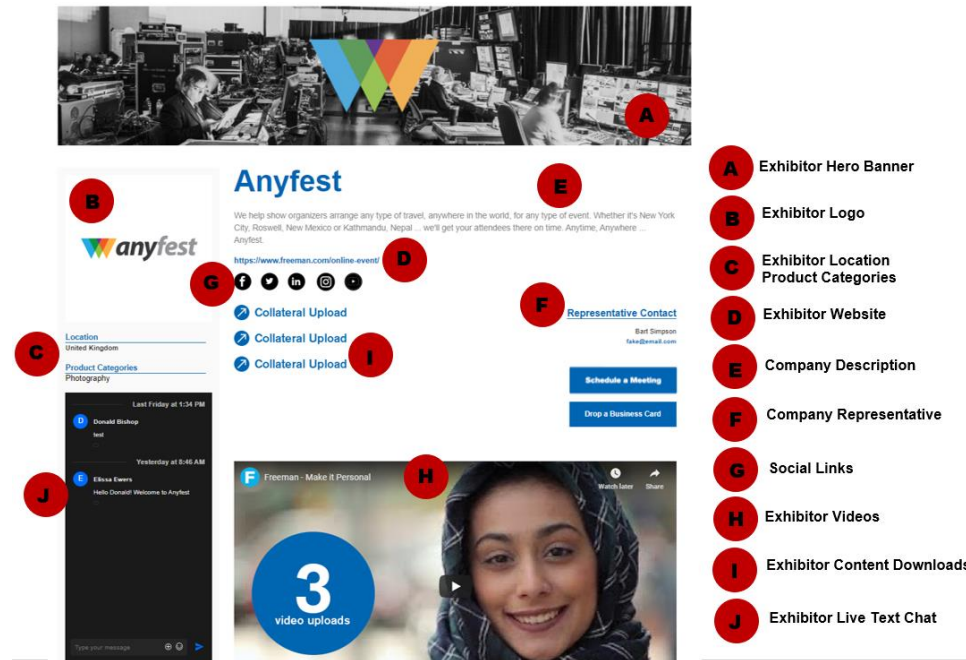


NRF2021: Retail's Big Show – Chapter One FAQs

What does a virtual booth look like?



What types of content are we able to add to our booth?

Exhibitors will have access to an online portal to build a virtual space which will include:

- Booth Branding- Each booth has a placement for the exhibitor's company logo and a hero banner image that stretches across the top of the booth.
- Standard Company Information- Exhibitors will be able to post public-facing contact information, a company description, website URL and location. Location is also used by attendees when searching the exhibitor list.
- Social Media Links- Exhibitors can post links to their Facebook, Twitter, LinkedIn, Instagram and Youtube pages.
- Product Categories- Exhibitors can select up to 10 product categories which will be used by attendees to search for relevant exhibitors to visit.
- Handouts- Exhibitors can post up to three handouts that attendees will be able to view/download from your booth. The preferred format is PDF with a max size of 300MB. Other filetype options include Word Docs, PowerPoint, Excel, Image files.
- Videos- Exhibitors can post up to three videos with a maximum length of three minutes each. Videos are added to your booth using YouTube or Vimeo.

Will training be provided?

Yes, training information will be provided in the fall as we get closer to the event.

What types of attendee engagement will be available for exhibitors?

[Click Here](#) to watch a brief demo video that demonstrates how attendees will interact with the event content and exhibitors' virtual booths.

Other ways to engage with attendees include:

- **Exhibitor Live Text Chat**

Each booth will have a text-based group chat room where attendees and exhibitors can interact with each other. Behind the scenes, any booth staff member can respond to incoming chats.

Should an exhibitor wish to chat with an attendee in private outside of the Live Text Chat interface, the exhibitor can setup a one-on-one appointment with the attendee using the GRIP Networking portal.

- **Matchmaking and Networking**

The Matchmaking feature uses an AI-powered algorithm to recommend relevant attendees to exhibitors, and vice versa. Exhibitors are able to peruse a list of recommended attendees and request online meetings. Exhibitors are **limited to sending 5 retailer meeting invites** at a time. Once a retailer accepts or declines, that will enable the exhibitor to send another invite.

Exhibitors are also able to filter the list of registered retailers by a variety of demographics in order to zone in on who they would most like to meet.

Appointment requests are sent and accepted/declined through the Networking platform which also integrates seamless with your Outlook or Google calendar.

- **Business Cards**

From the virtual booth, attendees are able to share their virtual business card with exhibitors. Shared attendee business card details/contact information can be retrieved via reports.

Is the event available for use outside of the Event Dates and Hours?

Yes. Although the event will be "live" on specific days at specific times it is important to note that the platform will be fully functioning 24/7. This means if an exhibitor wants to do a targeted campaign to their overseas customers and do special demos at 2:00am Eastern Time, for example, they absolutely can. All functionality will be available.

Will there be press presence at the event and will a press list be available?

Yes, we are expecting members of the press. The press list will be made available to exhibitors approximately one month prior to the start of the show upon request. Email eventpress@nrf.com to request a complete press list.

After the event, will our booth remain available to attendees?

Yes, virtual booths will remain accessible to registered attendees for 30 days after the event. Exhibitors will be able to access their reporting dashboard during this time to review post-event visits; report data will be updated once a day.

Chat and Networking features will be disabled after the event, but your booth content and contact information will remain accessible should attendees wish to reach out for more information.

Will we receive a list of attendees?

Exhibitors will be able to request a one-time use of the opt-in list post show for a postal mailing. Fill out the List Usage Agreement (located in the Exhibitor Resource Center) and return the form with a sample of the mailer you plan to send to newmans@nrf.com. The list will be available within 2 weeks following the event.