

NRF 2024
RETAIL'S BIG SHOW
ASIA PACIFIC
11-13 JUNE 2024 | SINGAPORE

NRF 2024: Retail's Big Show Asia Pacific

Fast Track Your Success!

A composite image of Singapore. The background is a cityscape with several skyscrapers, including one with 'HSBC' and 'ComLand' logos. In the foreground, there is a large, white, lion-shaped sculpture. The bottom left shows a large crowd of people. The image is framed by blue geometric shapes and has a red tint.

SINGAPORE



About the Event

Key Objective :

Gather the SEA retail ecosystem under one roof, by providing industry-leading content and a platform for quality lead generation

Thought Leadership from Abroad

- Content from US / Europe/Asia Pacific retail leaders
- Industry-leading perspective of tech and trends
- Two-way dialog with global retailers

Regional Mega Show

- Conducive Meeting point for the entire retail ecosystem

ROI for All Participants

- Exhibitors: High-quality lead generation
- Attendees: Networking and procurement at scale
- Conference Delegates: Cutting edge content

Why Asia Pacific?

- The Southeast Asian retail market is expected to grow at **6% CAGR** from \$0.7tn in 2020 to **\$1.0tn in 2025**.
- Growth is mostly driven by **e-commerce**. Online retail spend is expected to undergo strong growth of **23% p.a.** E-marketplaces have increased accessibility of retail to consumers
 - – **45%** of SEA consumers use online marketplaces as their preferred purchase channel, often in addition to other offline channels
 - – As the reputation and adoption of e-marketplaces increases, ecommerce spend will grow rapidly
- The retailer model is **transforming** as revenue from online channels is rapidly taking share from physical stores. This drives retail transformation and supports increased demand for retail tech, e-commerce, logistics and martech etc.
- Retailers of all sizes are increasingly **digitalizing**, increasing demand for retail tech providers.
- Strong growth of **online channels** is expected to drive tech adoption and support demand for retail tech events
- **Customer journey and CX** are also becoming a core objective.

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Event Details



Overview

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- A **Geo-adapted** version of Retail's Big Show in Southeast Asia to attract a **pan-Asian audience**
- The **Mega Event** will gather **Asia Pacific's retail ecosystem** under one roof, by providing industry-leading content and a platform for quality lead generation.
- **Content-rich** event modelled after NRF's Retail's Big Show in New York and thought leaders from top US retailers within NRF's network as Speakers.
- The **14,500m²** tradeshow will allow retailers from Asia Pacific to meet global & regional solution providers and see the latest tech/ecommerce solutions and many more.

Event Details

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Date : 11th to 13th June 2024

Frequency : Annual

Venue : Marina Bay Sands Convention Centre, Hall ABC, Level 1

Size : 14,550 sqm

No. of Participants & Visitors : \approx 5000 Trade & Business Professionals

Number of Exhibitors/Brands: 200 to 300

Supporting Organisations (Target)

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Held In:



Exhibit Profile



Exhibit Profile

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Accounting, Finance & Banking

Audit and Compliance/ Payment and Check Processing/ Currency Handling Equipment/ Finance/ Frictionless Payments/ Banking and Accounting Systems

Consulting Services

IT/Security/Supply Chain/Workforce

Customer Service & CRM

AI Customer Service Solutions/ Call Centers/ Chatbots /CRM Marketing/ Customer Data Management/ Customer Insights and Analytics/ Customer Surveys/ Loyalty and Rewards/ Mobile Customer Solutions

E-Commerce

AI Recommendations/ Mobile Solutions/ Multichannel/ Search Tools/ Performance/ Commerce Platform/Gateway

Marketing & Communications

Digital Experience Design and Development/ Personalization/ Store Communications/ Customer Engagement/ Voice - Wireline, Wireless/ PR / Campaign Management/ Content and Social Media Management/ Telecom/Video Equipment and Systems

Human Resources

Employee Surveys/ Time Clocks / Time & Attendance Systems/ Recruitment and Training Programs/ Learning Platforms and Systems/ Talent/Workforce Management/ Payroll/Labour Scheduling Systems

Supply Chain

Blockchain/ Distribution and Warehousing/ Fulfillment & Replenishment Services/ Inventory Control Systems/ Replenishment Services/ Robotics, Automation, Drones/ Storage and Distribution/ Packaging/ Delivery and Returns/ Drones/ Outsourcing Services/ Warehouse Management/ Sustainability

Exhibit Profile

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In Store

Endless Aisle/ Automated Checkout/
Barcode Scanning/ Click and Collect/
Clienteling/ Customer Insights and
Analytics/ Electronic Shelf Systems/ In-
Store Marketing/ POS Integrations/
Shelf Label Printing Systems/
Signs/Graphics/Fixtures/ Store
Performance Analytics/ Task
Management/ Traffic Counters/
Wayfinding and In-Door Navigation/
Wi-Fi and Bluetooth Analytics/ Wiring
and Network Installation

POS

Hardware and Maintenance/
Installation/ Printers, Cash
Drawers, Keyboards, Displays,
Scanners and Associated Parts/
Software and Services/ Systems
and Equipment

Hardware

Computer Equipment and
Printers/ Digital Signage/
Interactive Displays/ Kiosks/
Robotics/ Touchscreen and View
Data Communications/ Wearables
and IoT/3D Printing

Merchandising

Assortment / Category
Management/Replenishment/
Barcode Scanning/ Forecasting/
Global Sourcing/ Merchandise
Replenishment/ Order Fulfillment
Systems/ Planning and Execution/
PLM and PDM/ Price, Promotion
and Markdown/ Retail Revenue
Optimization/ Supplier Relationship
Manager/ Tags, Labels and
Merchandising Aids

Big Data

Data Processing/ In-Store Analytics/ Wi-Fi and
Bluetooth Analytics/ Forecasting

Immersive Technologies

Augmented Reality/Virtual Reality/Mixed Reality

IT

Business Intelligence/ Cloud Computing Services/
Computer Software Services/ Cybersecurity/ Data
Analysis of Business Information/ Encryption and
Data Protection/ Enterprise Resource Planning
(ERP)/ Performance Analytics and Security/ Product
Information Management/ Software Development/
Systems Integration/ Vendor Relationship
Management/ Voice: Services: Wireline/Wireless/
Wiring and Network Installation/ Online/Cloud
Security/ Meta and Web 3.0

Visitor Profile (Retailers)

Visitor Profile(Retailers) from Asia Pacific

By Function

- IT/Information/MIS
- Business Development
- Marketing/Sales
- Operations/Retail Store Operations
- Ecommerce/Digital
- Consulting/Analytics/Research
- Strategic Planning
- Merchandising/Finance/ Customer Service
- Distribution/Supply Chain/Logistics
- Others

By Title

- C Suite
- Senior Executive/SVP/EVP
- Vice President
- Senior Director
- Director
- Senior Manager
- Manager
- Analyst
- Others

Concurrent Activities



Concurrent Activities

INNOVATION LAB

The immersive exhibit showcases groundbreaking artificial intelligence, augmented reality, machine learning, facial recognition, robotics & more. See how technology is enabling retail's transformation.

I

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STARTUP ZONE

Meet the newest companies in retail and see their biggest, standout ideas. Be the first to hear about the breakthrough technology and radical thinking that everyone will be talking about tomorrow.

EXHIBITOR BIG IDEAS

Don't miss these sessions to hear exhibitors share how their products work in the real world and are changing how retailers "retail". These sessions feature demos and case studies presented by solution providers and their retail clients.

B

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RETAIL STORE TOURS

These retailer-only tours allow attendees to get insider insights, network with peers and stay ahead of industry trends. Programs are created with retailers and designed to deliver impactful unique experiences for each retail location.



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Conference



Conference Theme (tbc)

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- **Focus** : bringing thought leaders from top US and European retailers to conduct speaker sessions and interact with delegates through roundtables and fireside chats.
- **Key Takeaways** : Hear from leading US and European brands on tech adoption and industry trends
- **Intimate Settings** : To facilitate high-quality two-way dialogue is highly valued by SEA retailers

NRF Big Show Asia Pacific, Marina Bay Sands



CONFERENCE AT
A GLANCE



Wednesday, June 11, 2022		
7:45 am		
8:00 am		
8:15 am		
8:30 am		
8:45 am		
9:00 am	Opening Remarks	
9:15 am	Opening Ceremony	
9:30 am	Opening Keynote	
9:45 am		
10:00 am	BREAK	BREAK
10:15 am	Break Out	Break Out
10:30 am		
10:45 am		
11:00 am		
11:15 am	Exhibitor Big Ideas	Exhibitor Big Ideas
11:30 am		
11:45 am		
12:00 pm	Exhibitor Big Ideas	Exhibitor Big Ideas
12:15 pm		
12:30 pm	Expo Lunch	Retail Associations Lunch
12:45 pm		
1:00 pm		
1:15 pm		
1:30 pm	Exhibitor Big Ideas	Exhibitor Big Ideas
1:45 pm		
2:00 pm		
2:15 pm	Exhibitor Big Ideas	Exhibitor Big Ideas
2:30 pm		
2:45 pm		
3:00 pm	Break Out	Break Out
3:15 pm		
3:30 pm	BREAK	BREAK
3:45 pm	Break Out	Break Out
4:00 pm		
4:15 pm	BREAK	BREAK
4:30 pm	Keynote	
4:45 pm		
5:00 pm	Closing Remarks	
5:15 pm		
5:30 pm		
5:45 pm	Conference Opening Party	
6:00 pm		
6:15 pm	5:00 PM - 7:00 PM	
6:30 pm		
6:45 pm		
7:00 pm		

Thursday, June 12, 2022		
	Attendee Breakfast	Sponsored Attendee Breakfast
		Sponsored Attendee Breakfast
	Opening Remarks	
	Opening Keynote	
	Keynote	
	BREAK	
	Break Out	Break Out
	Exhibitor Big Ideas	Exhibitor Big Ideas
	Exhibitor Big Ideas	Exhibitor Big Ideas
	Expo Lunch	Women in Retail Lunch
	Exhibitor Big Ideas	Exhibitor Big Ideas
	Exhibitor Big Ideas	Exhibitor Big Ideas
	Exhibitor Big Ideas	Exhibitor Big Ideas
	BREAK	
	Break Out	Break Out
	BREAK	
	Break Out	Break Out
	BREAK	
	Keynote	
	Closing Remarks	
	Conference Networking drinks	

Friday, June 13, 2022		
	Attendee Breakfast	Sponsored Attendee Breakfast
		Sponsored Attendee Breakfast
	Opening Remarks	
	Opening Keynote	
	Keynote	
	BREAK	
	Break Out	Break Out
	Exhibitor Big Ideas	Exhibitor Big Ideas
	Exhibitor Big Ideas	Exhibitor Big Ideas
	Expo Lunch	eCommerce Leaders Lunch
	Exhibitor Big Ideas	Exhibitor Big Ideas
		Ultimate Networker Prize
	BREAK	
	Break Out	Break Out
	BREAK	
	Industry Debate	
	Closing keynote	
	Closing Remarks	

Exhibition Booth Rates :

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Shell Scheme (min 9 sqm)
@ USD 650 PER SQM



Start Up Zone Booth
(for companies founded in 2019 or later)
@ USD 3,000 per booth



Innovation Lab Zone Booth
@ USD 6,000 per booth



Raw Space (min 36 sqm) – USD 400 PER SQM

Build and design. Be creative, appoint your own contractor. Carpet not included.

NOTE:

Mandatory admin fee @ USD150 per exhibiting company

Co-Exhibitor Pack @ USD3500 per exhibiting company

Jointly Organised by:

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COMEX POSIUM

The Comexposium Group is one of the leading event organisers worldwide, creating events that bring communities together to discover and explore businesses, passions and interests. Comexposium organises more than 150 professional and general public events, covering more than 10 sectors of activity. The group connects 48,000 exhibitors and 3.5 million visitors, 365 days a year.

Comexposium is present in the retail sector with market-leading brands such as Paris Retail Week, Siec, Equipmag and One-to-one events in France, Franchise shows in the US, and ad.Tech and iMedia in Asia-Pacific.

In addition to its events, Comexposium creates experiences, as well as opportunities for individuals to meet, enabling communities to connect throughout the year, through an effective and targeted omni-channel approach. comexposium.com

NRF National
Retail
Federation

The National Retail Federation, the world's largest retail trade association, passionately advocates for the people, brands, policies and ideas that help retail succeed.

From its headquarters in Washington, D.C., NRF empowers the industry that powers the economy. Retail is the nation's largest private-sector employer, contributing \$3.9 trillion to annual GDP and supporting one in four U.S. jobs – 52 million working Americans.

For over a century, NRF has been a voice for every retailer and every retail job, educating, inspiring and communicating the powerful impact retail has on local communities and global economies. nrf.com

Meet the Team for NRF 2024: Retail's Big Show Asia Pacific !



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THANK YOU

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www.nrfbigshowapac.com