NRF 2024: Retail’s Big Show Asia Pacific

Fast Track Your Success!
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.
Overview

- 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

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 : ≈ 5000 Trade & Business Professionals

Number of Exhibitors/Brands: 200 to 300
Supporting Organisations (Target)

Held In:
Exhibit Profile
## Exhibit Profile

### 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

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
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.

**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”. There sessions feature demos and case studies presented by solution providers and their retail clients.

**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.
Conference
Conference Theme (tbc)

- **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
Exhibition Booth Rates:

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

- **Raw Space (min 36 sqm)**
  – USD 400 PER SQM
  Build and design. Be creative, appoint your own contractor. Carpet not included.

- **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

**NOTE:**
Mandatory admin fee @ USD150 per exhibiting company
Co-Exhibitor Pack @ USD3500 per exhibiting company
Jointly Organised by:

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

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

NRF 2024 RETAIL'S BIG SHOW ASIA PACIFIC
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www.nrfbigshowapac.com