

**REACH YOUR COMMERCIAL
AND MARKETING TARGETS
WITH OUR COMMUNICATIONS
MATERIALS**

PARIS RETAIL WEEK BECOMES

NRF '25 RETAIL'S BIG SHOW
EUROPE
16-18 SEPTEMBER 2025 | PARIS

**THE BIGGEST
EUROPEAN
RETAIL EVENT**

PARIS EXPO PORTE DE VERSAILLES
SEPTEMBER 16-18, 2025 - PAV. 4 & 6

COMEXPOSIUM

NRF
National
Retail
Foundation



Summary

- ❑ **BUSINESS**.....p. 03 – 13
Boost traffic to your booth, strengthen your professional network and generate leads for the year.
- ❑ **VISIBILITY AT THE SHOW**..... p. 14 – 33
Capture attention, highlight your image and stand out from your competitors.
- ❑ **MADE-TO-MEASURE**..... p. 42

BUSINESS



Boost traffic to your booth



Strengthen your professional network



Generate leads for the year

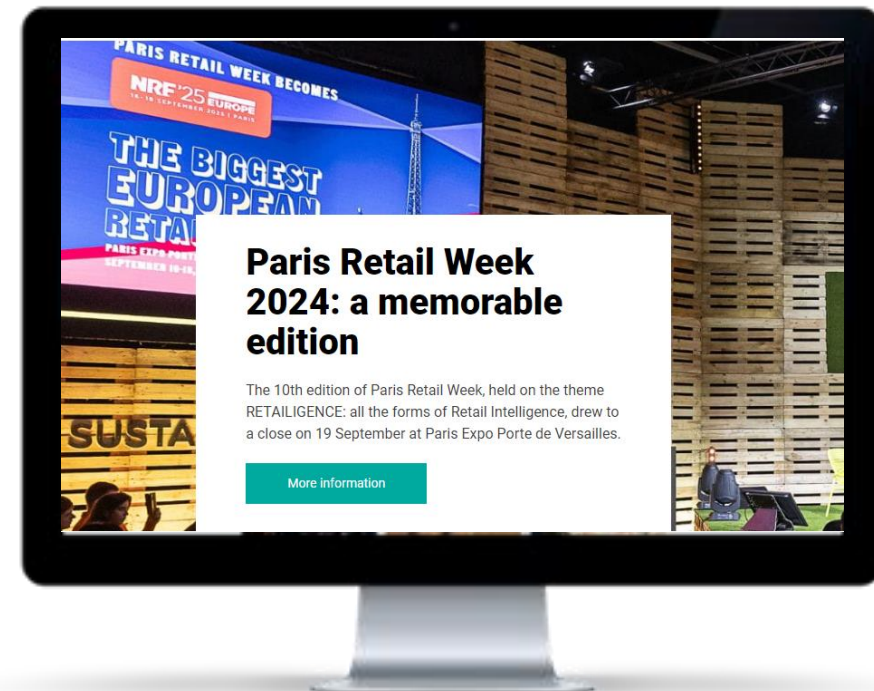
BUSINESS

Banner on the homepage **of the website**

Display your banner on **the most visited page of the website.**

- Views: 110,000 views
- Banner supplied by the sponsor in FR and/or EN with a hyperlink to the page of your choice
- Format: 728 x 90px, jpeg or animated gif

Reach the visitors on our website

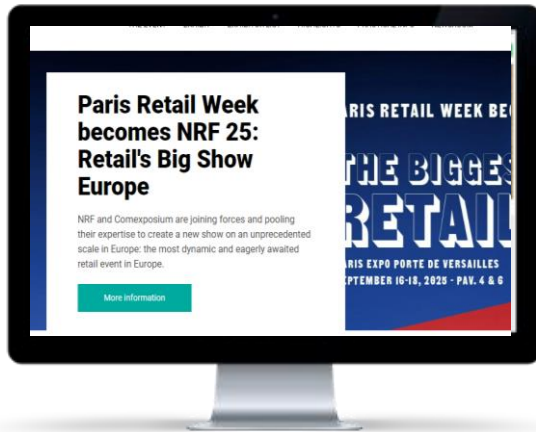


€2,000 excl. tax

5 sponsors – in rotation –
Visible until the end of September 2025



Increase your brand awareness, traffic to your website, and the number of visits to your stand during the event by highlighting your brand before, during and after the show on the main website pages

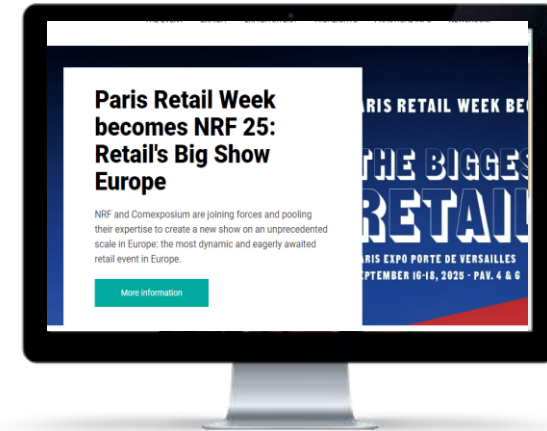


Banner on the "Request a badge" page*

€2,000 excl. tax

Visibility until the end of September 2025

5 SPONSORS (in rotation)



Banner on "Practical information" page*

€2,000 exc. Tax

Visibility until the end of September 2025

5 SPONSORS (in rotation)

Banner on reminder email to Pre registered visitors**

€3000 excl. tax

Visibility until the end of September 2025

3 SPONSORS

Banner on « exhibitor list » page*

€2,000 excl. tax

Visibility until the end of September 2025

5 SPONSORS (in rotation)

*Onsite banner : 728x90px

**Banner on pre enregistred mail : 728x90px and 468x60px

BANNER ON VISITORS NEWSLETTER

Advertise your brand quickly and massively to a qualified target audience

- Banner supplied by the sponsor in 640 x 100 px format with a redirection link
- This sponsorship will be integrated into the NRF Europe visitors newsletter schedule, date to be chosen with your sales contact

€2,000 excl. tax

Number of sponsors subject to availability

Deadline : 01/06/2025

Discover the conferences that will take place in the plenary hall from September 20 to 22, and will be led by professionals from the sector around trending themes.

- ✦ **Keynote** : Faguo, Le Comptoir Irlandais, Le Petit Vapoteur : succesful omnichannel strategy!
Hosted by Prestashop
- ✦ **Keynote** : Can split payment encourage responsible consumption?
Hosted by Django
- ✦ **Keynote** : Connect to Consumer
Hosted by Shopify
- ✦ **Keynote** : How the customer experience is reinventing itself in face of the demands of new generations of shoppers
Hosted by Klarna
- ✦ **Keynote** : The era of conversation in customer relations: new uses of messaging and Whatsapp
Hosted by Zendesk
- ✦ **Keynote** : Retail Media: How to reconcile the interests of brands, retailers and consumers?
Hosted by Easyence

Other Keynotes will be hosted at the show by Checkout.com, Datamilk, Paypal, Crédit Agricole Payment Services, and Storyblok.

[ASK MY BADGE](#)

[THE FULL PROGRAMME](#)

Our partner:

STRATÉGIES

1€ POUR 3 MOIS PUIS 11€40 PAR MOIS SANS ENGAGEMENT

- LE MAGAZINE EN VERSION NUMÉRIQUE
- LE SITE EN INTÉGRALITÉ
- LA NEWS STRATÉGIES CHAQUE MATIN



BUSINESS

ORIENTATION MAP

Drive visitors to your stand. Orientation maps are located at strategic points throughout the show and will be integrated into the visitor assistance tools

Color logo on the floorplan

Be visible on the show directional floorplans

€1,200 excl. tax

10 sponsors

Name in bold and red on exhibitor list

Be visible on the show directional floorplans

€150 excl. tax

Deadline: 31/07/2025



BUSINESS

Logo on the show's aisle signs (Pavilion 4)

Make yourself easily identifiable to visitors

- Display your logo and booth number on the hanging aisle signs
- HD JPEG logo to be supplied by the sponsor
- 9 aisle letter signs

€4,000 excl. tax

2 SPONSORS (1 per side)

Deadline : 01/06/2025



BUSINESS

Logo on the show's aisle signs (**Pavilion 6**)

Make yourself easily identifiable to visitors

- Display your logo and booth number on the hanging aisle letters
- HD JPEG logo to be supplied by the sponsor
- 10 aisle letters

€4,000 excl. tax

2 SPONSORS (1 per side)

Deadline : 01/06/2025



BUSINESS

Floor tiles in **the show's aisles**

Your graphics with your booth number and a pointed arrow to guide visitors towards your booth

- Batch of 3 tiles
- Dimensions: 0.80 x 0.80 m
- HD JPEG graphics with booth number to be supplied by the sponsor

€2,500 excl. tax

10 SPONSORS

Deadline : 01/06/2025



BUSINESS

Hanging banner

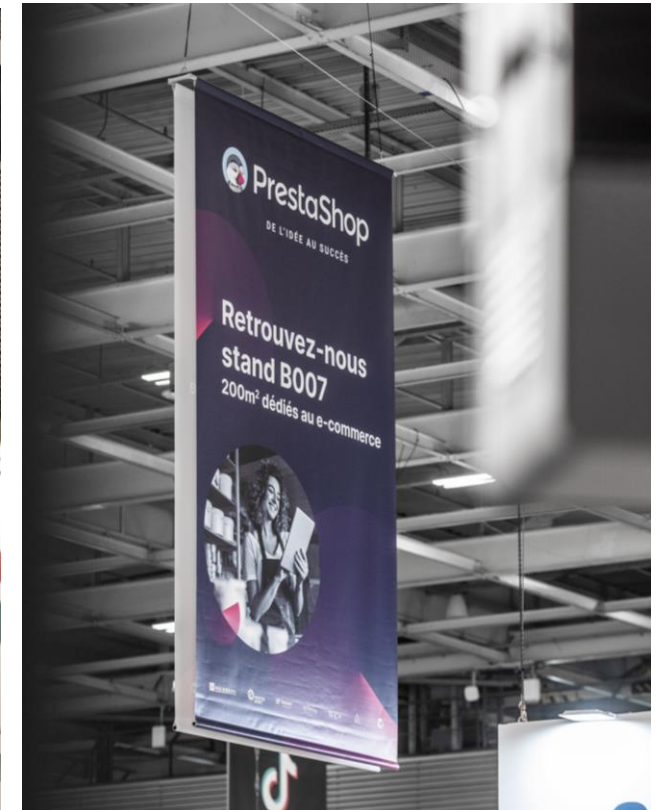
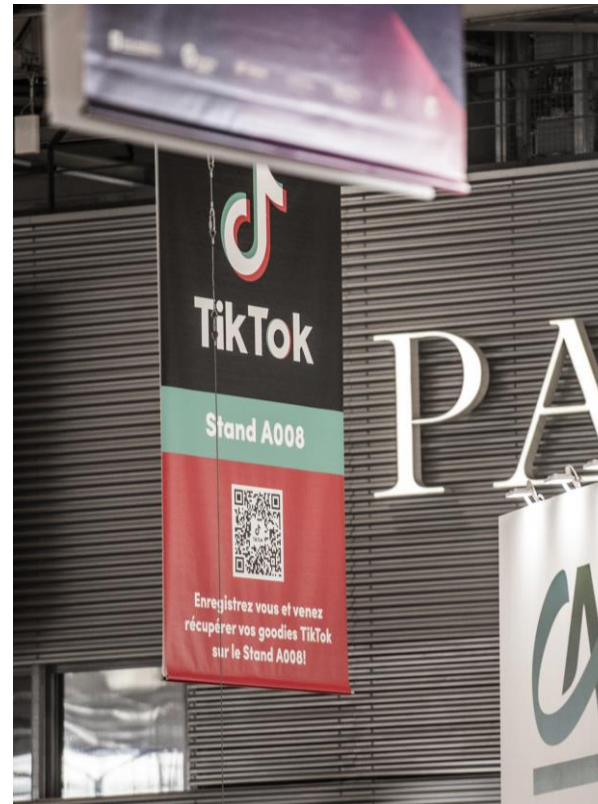
Lead visitors towards your stand for maximum visibility

Your graphics with your booth number on a hanging banner

- Dimensions 2m L x 3.50m H (double-sided)
- JPEG HD graphics with booth number to be supplied by the sponsor

€5,000 excl. tax

6 SPONSORS (2 in Pavilion 4 & 4 in Pavilion 6)



BUSINESS

Your logo on **the directional signs**

Boost traffic to your stand by displaying your logo on the lower part of the directional signs

3 panel package

€5,000 excl. tax

2 SPONSORS (1 per Pavilion)

Deadline: 31/07/2025



BUSINESS

« The Retail voices » podcast

Share your expertise and promote your products/solutions with the whole retail community

- Advance preparation with the podcast presenter
- Remote capture and broadcasting of a 15 minute podcast
- Over 19 000 listens since the 2020 launch of the “Les Voix du e-commerce” podcast series (48 episodes to date)

ADVANTAGES FOR YOU

- Podcast communication and broadcast:
 - NRF 2025: Retail's Big Show Europe website
 - on all Paris Retail Week social media platforms
 - on all major listening platforms [Spotify](#), [Deezer](#), [Apple podcast](#), Google Podcast, Podcast Addict and on YouTube



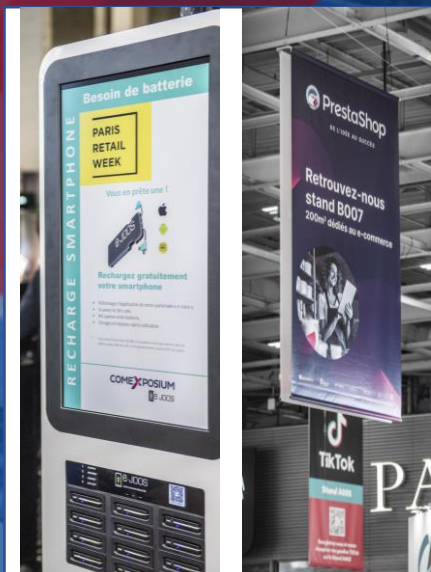
€5,000 excl. tax

10 SPONSORS

Deadline : 31/05/2025

NRF '25 RETAIL'S BIG SHOW
EUROPE
16 - 18 SEPTEMBER 2025 | PARIS

VISIBILITY AT THE SHOW



Capture attention



Highlight your image



Stand out from your competitors

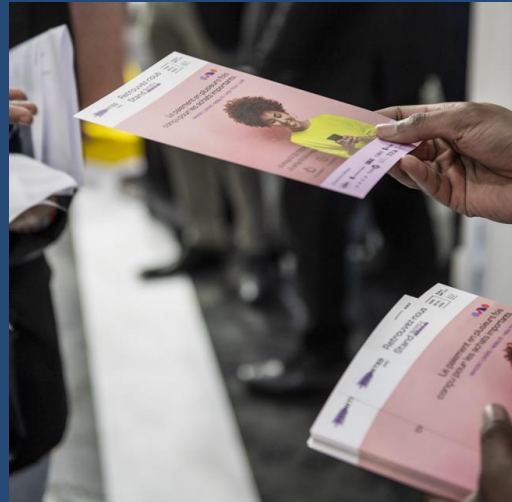
➤ VISIBILITY AT THE SHOW

Distribution right at the show entrance

Give out your flyers or goodies at the show entrance

Your flyer will be distributed by your hostesses in the aisles during the 3 days of the show

- Materials supplied, stored and distributed by yourselves
- To be submitted to the organizer for approval
- Distribution around the visitor entrance



€3,500 excl. tax

5 SPONSORS

Deadline : 01/09/2024

➤ VISIBILITY AT THE SHOW

Sponsorship of the lanyards

Convey your image over the 3 days of the event with the appearance of your logo on this must have item at the show

- Self-service availability at the entrance to the show
- Sponsor and/or organizer co branding
- 17,000 items supplied by the sponsor

EXCLUSIVITY

€8,200 excl. tax
Deadline: 13/07/2025



> VISIBILITY AT THE SHOW

Badge sponsoring

Convey your image over the 3 days of the event with the appearance of your logo on the paper badge and the cardboard recycled badge holder worn by all the attendees

- Logo on the badge and the badge holder
- Logo on the visitor pre-registration platform
- Logo on the visitor registration confirmation email
- 17,000 attendees expected
- HD JPEG logo supplied by sponsor

EXCLUSIVITY

€20,000 excl. tax
Deadline: 13/07/2025



➤ VISIBILITY AT THE SHOW

Sponsorship of the official bag

Convey your image over the 3 days of the event with the appearance of your graphics on the official bag of the show.

- Self-service availability at the entrance to the show
- 10,000 items produced by the organizer
- Ready for print version to be sent to the organisers for approval
- Self-service distribution at the show entrance

In line with our CSR commitments, the bag will have to be produced according to the OEKO-TEX® STANDARD 100 standard

EXCLUSIVITY

€10,000 excl. tax
Deadline: 13/07/2025



> VISIBILITY AT THE SHOW

Flyer in the official bag of the show

- A free gift or promotional literature item in the Expo Visitor tote bag ensures you impress each attendees with your message while they attend the Conference. Limit to 1x insert of brochure or gift/per sponsor Qty : Approximately 5000 bags to be given away

€2,500 excl. tax

10 sponsors

Deadline: 01/06/2025



VISIBILITY AT THE SHOW

Exhibitor Big Ideas

Create and present a 45-minute case study

Create and present a 45-minute case study with a retail client on an NRF Exhibitor Big Idea Stage.

Sponsor to provide

Logos:

- 1 full-color logo as high-resolution vector file (.eps or .pdf).
- 1 single-color (black or white) logo as high-resolution vector file (.eps or .pdf).

Content deliverables as dictated by the NRF content team



€ 6,000 excl. tax
Deadline: 13/07/2025

VISIBILITY AT THE SHOW

Keynote theater sponsoring

Be the exclusive sponsor of the plenary room

The Keynote Theatre showcases the biggest NRF speakers and sessions.

- Sponsor the plenary room and your brand will be prominently incorporated into the onsite experience and design as well as referenced throughout all related materials.
- Sponsor will receive name or logo recognition on the event website, mobile app, marketing materials, and onsite signage (directional banner). Logo will be included on stage set, chair wraps, and screen during walk-in time.
- This is the perfect opportunity to place your brand at the heart of the action and capture the present decision makers!



€ 35,000 excl. tax
Deadline: 13/07/2025

➤ VISIBILITY AT THE SHOW

Features Stages Naming

Sponsor one of the feature stages and your brand will be prominently incorporated into the onsite experience and design as well as referenced throughout all related materials.

- Sponsor will receive name or logo recognition on the event website, mobile app, marketing materials, and onsite signage (directional banner). Logo will be included on chair wraps.

Sponsor to provide:

- 1 full-color logo as high-resolution vector file (.eps or .pdf).
- 1 single-color (black or white) logo as high-resolution vector file (.eps or .pdf).

NRF to:

- confirm correct stage name (in text)
- provide proof of graphics (chair wraps) for sponsor approval prior to production.



€25,000 excl. tax
Deadline: 01/06/2025

➤ VISIBILITY AT THE SHOW

Awards Ceremony sponsoring

Position yourselves as a sponsor of innovation!

- Enjoy exposure before, during and after the awards ceremony recognizing the best innovations from the sector:
- Logo on the Keynote theater screen during the ceremony
- Logo on all emailings and social networks posts related to the contest
- Logo on the catalogue page presenting the contest and the finalists
- Benefit from exceptional PR coverage: more than 400 press clippings generated in 2024



€6,000 excl. tax

Deadline: 01/06/2025

Exclusivity

VISIBILITY AT THE SHOW

Evening party sponsoring

Associate your brand with the unmissable networking event dedicated to all retail representatives (exhibitors and VIPs)

- Scenic logo display
- Your advertising page in the official guide distributed at the entrance to the show
- Your logo on the official guide distributed at the entrance to the show
- Your logo on the pages dedicated to the evening on the show website
- HD JPEG logo to be supplied by the sponsor



€20,000 excl. tax
Deadline: 01/06/2025

➤ VISIBILITY AT THE SHOW

Smartphone charging terminal sponsoring

Offer visitors the chance to charge their phones!

- 4 charging points placed in strategic zones of the show: lunch zone, 2 Exhibitor Big Ideas rooms, Matching lounge
- Personalization of the charging point screens with your brand in the foreground
- Your brand associated with the recharging area in all communications materials at the show
- HD JPEG logo to be supplied by the sponsor

€6,000 excl. tax
Deadline: 13/07/2025



➤ VISIBILITY AT THE SHOW

Entrance area sponsoring

Sponsor the visitors entrance area with your graphics

- Everyone stops by registration, right? This exclusive sponsorship puts the sponsor logo on every other registration kick panel at all registration locations.
- Sponsor design will be on every other kick panel.
- HD JPEG logo to be supplied by the sponsor
- Only one graphic can be submitted for all sponsor kick panels.

€20,000 excl. tax
Deadline: 01/06/2025



VISIBILITY AT THE SHOW

The Ring

Get in the Ring for a hard-hitting filmed interview

Recorded during the show

180 000+ views in 2023

YOUR BENEFITS

Communication and video broadcasting:

- On the show website
- On the show social networks
- On LinkedIn (main broadcasting channel) and YouTube



€5,000 excl. tax

Deadline: 15/09/2025

VISIBILITY AT THE SHOW

Publication of a white paper on the show's website

- Retailers are always looking for resources and information. Add a digital white paper on the website white paper library.
- Whitepaper and company logo will be featured within the "About" page on the NRF 2025 website.
- The White Papers will be promoted on the web, mobile app, and attendee update emails.



€3,500 excl. tax
Deadline: 01/06/2025

VISIBILITY AT THE SHOW

5K Giveaway

Retailers will flock to sponsors of the 5K Giveaway!

- Drive retailers to your booth in the spirit of competition, a big prize, and multiple chances to enter. Retail attendees must visit participating sponsors to qualify for the 5k Giveaway.
- For every unique set of 10 participating sponsors retailers visit, they are entered to win. Retailers increase their chances of winning by visiting all participating sponsors.
- Visit all 20 sponsors and a retailer will have 2 chances to win a 5k gift card. Progression will be tracked in the mobile app.

Sponsors – Be sure to ask attendees for a badge scan while they are at your booth so you can receive direct lead generation details!

NRF will promote on the event website, mobile app, onsite materials, and signage.



€5,000 excl. tax
Deadline: 01/06/2025

VISIBILITY AT THE SHOW

Uber Sponsoring

Let it ride! Sponsor Lyft (or Uber) ride credits for 500 attendees to use during NRF 2025: Retail's Big Show Europe.

- Target audience will be retailers. The credit is good for a one-way ride, up to \$15 value.
- Sponsor will receive recognition (text or logo) in pre-event email, onsite signage, and marketing materials where sponsorship is promoted. A mobile app notification will be pushed promoting the ride credits (if credits still available once onsite).
- Sponsor to provide : 1 full color logo as high-resolution vector file (.eps or .pdf).
- Good to know : the ride credit will only be available for use during the 2025 event during a 5-day window.



€10,000 excl. tax
Deadline: 01/06/2025

➤ VISIBILITY AT THE SHOW

Professional Head Shot Studio

Sponsor the show's Head Shot studio.

- Retail execs are always looking to update their head shot as a great professional photo goes a long way. Sponsor the complimentary head shot station. Sponsor will receive name or logo recognition on the event website and signage. Attendees will receive headshots via email shortly after the event.
- Sponsor to provide:
 - 1 full color logo as high-resolution vector file (.eps or .pdf).
 - 1 single color (black and white) as high-resolution vector file (.eps or .pdf).



€10,000 excl. tax
Deadline: 01/06/2025

VISIBILITY AT THE SHOW

Canvas Pavilion 6 North West

LOCATED OVER THE ENTRANCE, THE SUPPORT CAN BE SEEN FROM FAR AWAY AND USED TO ATTRACT VISITORS TO ENTER THE PAVILION

DESCRIPTION OF SERVICE

- Adjustable frame
- Printing
- Installation and removal included

TECHNICAL CONSTRAINTS

- Color space CMJN
- Visual provided at 1/10 scale
- Vector fond and logos. Linked files included
- HD files (PDF, AI, EPS) transmitted zipped directly via Wetransfer or Dropbox
- JPG files will not be accepted



€25,000 excl. tax
Deadline: 01/06/2025

VISIBILITY AT THE SHOW

Canvas Pavilion 6 North East

LOCATED OVER THE ENTRANCE, THE SUPPORT CAN BE SEEN FROM FAR AWAY AND USED TO ATTRACT VISITORS TO ENTER THE PAVILION FROM GATE B

DESCRIPTION OF SERVICE

- Adjustable frame
- Printing
- Installation and removal included

TECHNICAL CONSTRAINTS

- Color space CMJN
- Visual provided at 1/10 scale
- Vector fond and logos. Linked files included
- HD files (PDF, AI, EPS) transmitted zipped directly via Wetransfer or Dropbox
- JPG files will not be accepted



€25,000 excl. tax
Deadline: 01/06/2025

VISIBILITY AT THE SHOW

Canvas Pavilion 4 North

SUPERBLY PLACED SUPPORT, A MUCH APPRECIATED, HIGHLY VISIBLE VECTOR FOR YOUR SHOW AND ITS MESSAGE

DESCRIPTION OF SERVICE

- Adjustable frame
- Printing
- Installation and removal included

TECHNICAL CONSTRAINTS

- Color space CMJN
- Visual provided at 1/10 scale
- Vector fond and logos. Linked files included
- HD files (PDF, AI, EPS) transmitted zipped directly via Wetransfer or Dropbox
- JPG files will not be accepted



€20,000 excl. tax
Deadline: 01/06/2025

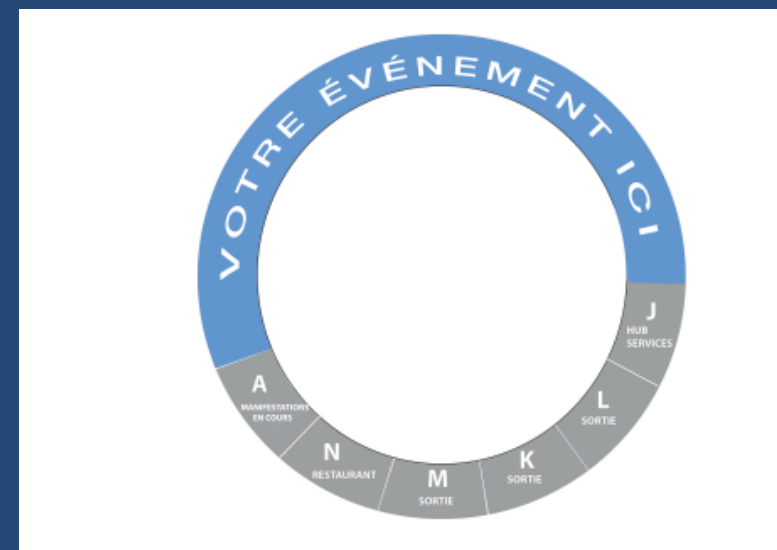
VISIBILITY AT THE SHOW

Plaza Digital Emotion

Located at the main entrance of the venue, 269 sqm of LED screen with full HD support are circling the Plaza, it's fountain and connected benches. The space offers a 360° vision and sound experience for the most immersive experience and optimal visibility to guide visitors to your event and promote your brand

SPECIFICATIONS

- Global matrix : 7470 pixels x 270 pixels / 180° display 20 seconds
- Animated file format : Quick Time (.mov) codec@60ips
- Static file format : PNG, JPG, non-interlaced, not optimized web loading.
- Short file names with no special characters
- All files must be created in the native resolution of the display' s area 1,5Gbit/seconde max.



€15,000 excl. tax
Deadline: 01/06/2025

➤ VISIBILITY AT THE SHOW

Triangle Pavilion 4

ARRESTING, INNOVATIVE, DARING UNIQUE SHAPE AND STRATEGIC LOCATION ON THE VENUE'S MAIN PEDESTRIAN AVENUE MAKE THE LARGE TRANGULAR SUPPORTS A MUST

DESCRIPTION OF SERVICE

- Adjustable frame
- Printing
- Installation and removal included

TECHNICAL CONSTRAINTS

- Color space CMJN
- Visual provided at 1/10 scale
- Vector fond and logos. Linked files included
- HD files (PDF, AI, EPS) transmitted zipped directly via Wetransfer or Dropbox
- JPG files will not be accepted



€10,000 excl. tax
Deadline: 01/06/2025

VISIBILITY AT THE SHOW

Canopy Pavilion 6

LOCATED OVER THE ENTRANCE, THE SUPPORT CAN BE SEEN FROM FAR AWAY AND USED TO ATTRACT VISITORS TO ENTER THE PAVILION

DESCRIPTION OF SERVICE

- 633 illuminated banners, 420 illuminated banners with one led side and one mirror side
- 213 illuminated banners with two mirror faces
- Leds pitch's between 25 et 50mm depends too illuminated banners
- 3 different width 17,5cm - 40cm and 65 cm
- Height between 1,5m and 6m

TECHNICAL CONSTRAINTS

- Waiting for technicals informations



€10,000 excl. tax

Deadline: 01/06/2025

➤ VISIBILITY AT THE SHOW

Banner Escalator Pavilion 4/6

IDEAL SPACES FOR EXHIBITOR GUIDANCE AND A PRACTICAL WAY TO INFORM VISITORS

DESCRIPTION OF SERVICE

- Distribution of locations between occupants of pavilions 5.2 and 5.3
- Printing on PVC 5mm
- Installation and removal included

TECHNICAL CONSTRAINTS

- Color space CMJN
- Visual provided at 1/10 scale
- Vector fond and logos. Linked files included
- HD files (PDF, AI, EPS) transmitted zipped directly via WeTransfer or Dropbox
- JPG files will not be accepted



€5,000 excl. tax
Deadline: 01/06/2025

➤ VISIBILITY AT THE SHOW

Banner on the Travelator arch

MAJOR PEDESTRIAN AXIS, THIS SUPPORT IS HIGHLY VISIBLE AND OFFERS A DYNAMIC GUIDANCE IN THE DIRECTION OF PAVILION 5.

DESCRIPTION OF SERVICE

- Canvas located above the travelator in direction of pavilions 5.2 & 5.3
- Printing
- Installation and removal included

TECHNICAL CONSTRAINTS

- Color space CMJN
- Visual provided at 1/10 scale
- Vector fond and logos. Linked files included
- HD files (PDF, AI, EPS) transmitted zipped directly via Wetransfer or Dropbox
- JPG files will not be accepted



€5,000 excl. tax

Deadline: 01/06/2025

TAILOR-MADE

Wanting to create an event and stand out definitively from your competitors?

Contact our teams so that we can discuss your project, analyze the various options and find the kind of brand visibility that meets your needs.



YOUR CONTACTS



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THANK YOU

THANK YOU

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EUROPE

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