

NEW ALLOCATION PROCESS

Welcome aboard

NRF 2025: Retail's Big Show Europe!

Learn how the **allocation process works** with a **priority point based on your loyalty**

How to earn Priority Points



5 points
per 9 sq.m



3 points
for each **\$5.000**
spent on
sponsorship



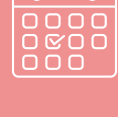
**The more
Priority Points
you have,**
the earlier you can
rebook a booth

On August 18th,
you will receive an **on-site appointment invitation**

Your points are essential
to determine **the time of your appointment**
and **the order of selection of your stand location**



Priority Points are Based
on current participation at
**NRF 2025:Retail's Big Show
Europe& Paris Retail Week**



Priority Points
will be calculated
through **July 18th, 2025**



The person attending the
meeting **must be**
authorized to sign the
participation contract

If you miss your appointment slot,
you will be welcome to book space
based on availability

Key milestones

Now to July 18th

**Book your booth for
2025 and purchase
sponsorship to earn
extra Priority Points**

01

02

03

04

July 18th to Aug. 18th

Priority Points **Calculation**
and **Ranking**

August 18th to Sept. 16th

**Invitation and confirmation
for your appointment slot
based on your ranking**

Sept. 16th to 18th

**Book your booth
for the 2026 edition
at the rebooking
stand on-site**

Special cases



**Mergers
& Acquisitions**

**The company with
the highest point total**
will have their points
retained. **Points are
not combined.**



Split

New entities will
independently decide
**how to allocate the
points**



No priority

Partner booths and
free booths do not
**earn any Priority
Points**

Notify NRF Show Management
of any merger or division prior to **July 18th**

Penalties

Each violation of the Event Guide and Policies
will result in a **deduction**
of 5 Priority Points per offense

After 2 warnings
NRF has the right to determine future
deduction of points/penalties or elimination from event