

# NEW ALLOCATION PROCESS

Welcome aboard

**NRF 2025: Retail's Big Show Europe!**

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

## How to earn Priority Points

★★★★★

**5 points**  
per 9 sq.m

★★★

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



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

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

**Your points are essential**  
they determine **the time of your appointment**  
and **the order of choice of your stand location**



**Priority Points** are  
calculated on your current  
and last participations:  
**NRF 2025: Retail's Big show**  
**Europe & Paris Retail Week**  
**2022, 2023 & 2024**



**Priority Points**  
will be calculated  
through **July 18<sup>th</sup>, 2025**



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

**If you miss your appointment slot,**  
you are welcome to book  
your space any time afterwards

## Key milestones

**Now to July 18<sup>th</sup>**

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

**01**

**02**

**03**

**04**

**July 18<sup>th</sup> to Aug. 18<sup>th</sup>**

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

**August 18<sup>th</sup> to Sept. 16<sup>th</sup>**

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

**Sept. 16<sup>th</sup> to 18<sup>th</sup>**

**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**  
**grant any Priority**  
**Points**

**The organizer must be notified**  
of any merger or division prior to **July 18<sup>th</sup>**

## Penalties

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

**After 2 warnings or more,**  
the **Priority Points deduction** will be doubled