

### NEW ALLOCATION **PROCESS**

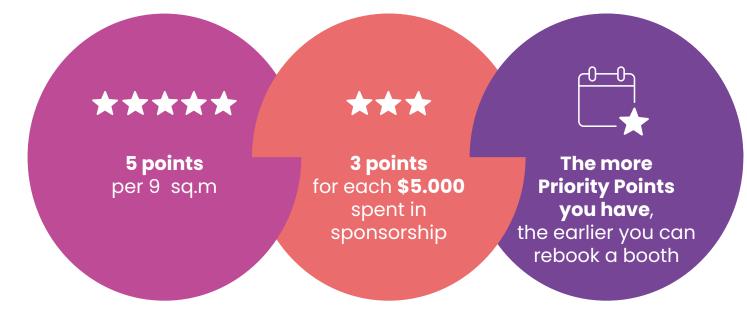
NRF 2025: Retail's Big Show Europe!

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

# **Priority Points**

How to earn

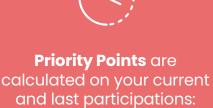
Welcome aboard



Your points are essential they determine the time of your appointment

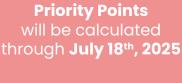
After August 18th, you will receive an on-site appointment invitation

and the order of choice of your stand location



NRF 2025: Retail's Big show

**Europe & Paris Retail Week** 2022, 2023 & 2024







your space any time afterwards

If you miss your appointment slot,

you are welcome to book

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

**Invitation and confirmation** 

for your appointment slot

based on your ranking

#### Now to July 18th **Book your booth for** 2025 and purchase sponsorship to earn **extra Priority Points**

milestones

01 03 July 18th to Aug. 18th **Sept. 16th to 18th Priority Points Calculation Book your booth** and **Ranking** for the 2026 edition at the rebooking stand on-site Special

**Split** 

**New entities** will

independently decide

how to allocate the

points

### The company with the highest point total

will have their points

retained. Points are

not combined.

Mergers

& Acquisitions

cases



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 18th

## 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