

# NRF Nexus 2022

Where the brightest minds in MarTech connect

July 26 – 28, 2022

Terranea Resort, Rancho Palos Verdes, CA

# MarTech's future begins here

The new NRF Nexus is for decision-makers in retail and beyond. The brightest minds in marketing, technology and innovation come together at the breathtaking Terranea Resort to hear cutting-edge ideas that can help cut through the noise and blaze a whole new trail.

Over the course of three days, retail leaders get a front-row seat to the latest innovations in MarTech. Game-changing presentations in the morning will lead to business-changing conversations in the evening. Attendees will find exciting new ways to partner and unexpected ways to deliver.

When done well, the blend of marketing and technology is the best way for retailers to connect with customers. But first we have to connect with each other.

# Audience

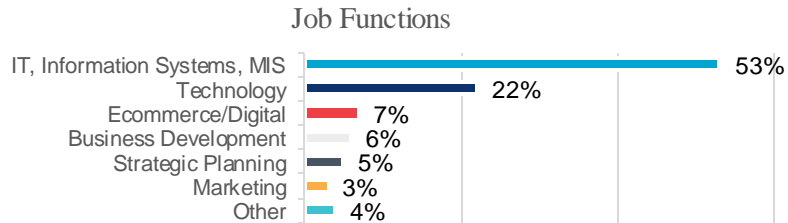
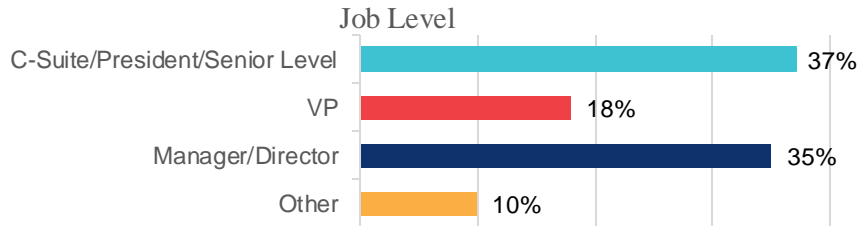
More than 300 leaders including members of the C-suite, SVPs, VPs and Senior Directors in the marketing, technology and digital space will convene for NRF Nexus 2022. Attendees will encompass retail, restaurants, grocery, convenience and more.

*Retail leaders who want to get ahead, head here.*

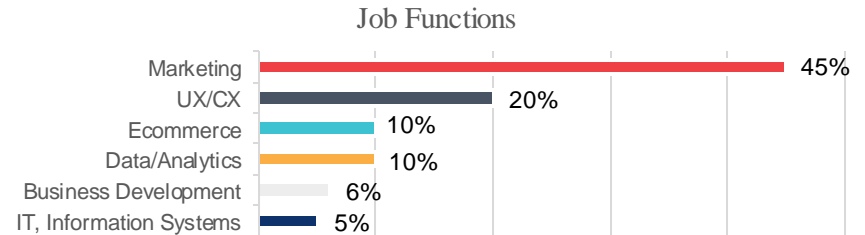
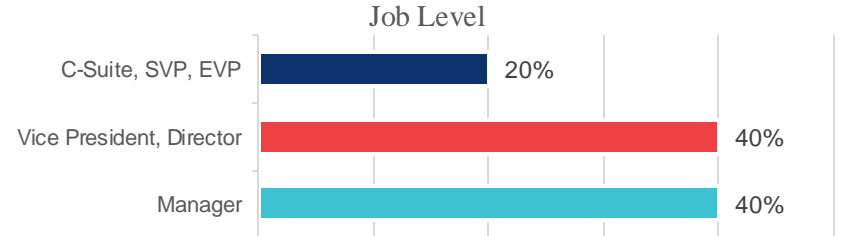
# Past-Attendee Demographics

NRFtech and NRF NXT will blend together and expand to include new topics and audiences, forming the new NRF Nexus event.

## NRFtech 2019



## NRF NXT 2019



# The Program

- Keynotes and breakout sessions
- Receptions and networking
- NRF Council meetings
- Special experiences

## Session topics include:

- Omnichannel technologies and strategies
- CIO/CTO business leadership challenges and opportunities
- Evolution of mobile and ecommerce
- Retail industry and consumer trends
- Next-generation privacy practices, standards and technology
- Tech, marketing and digital cross-department collaboration
- Payment ecosystem developments and technologies
- Creating diverse, equitable and inclusive workforces
- Privacy policy developments and technology implications
- CRM
- Social marketing and selling
- Live commerce
- Automation technologies (RPA, robotics, etc.)
- AI, data science and data hygiene
- Marketing innovation and technology

*It's not a conference, it's a connection point.*

# Sponsorship Opportunities

NRF has created unique, fun and engaging sponsorship packages that will foster conversations and increase brand awareness without the hard sell. Become a partner and create lasting relationships while building a foundation for future business.

Sponsors will have ***exclusive access to retail leaders*** in a variety of settings from thought-provoking sessions and poolside conversations to networking dinners and beyond.

*Be where eye-opening presentations  
lead to door-opening conversations.*

# Sponsorship Package: Title Partner

**\$125,000 (must be an NRF member) – Sold**

## **Benefits:**

- 8 conference badges for sponsor representatives
- 8 conference badges for retail customers
- Ad on the landing page of the event website and on the event registration page
- Keynote - opportunity to work with NRF to present a topic with a retail client and a senior-level executive from sponsor's organization or to introduce Keynote speaker
- Registration gift handed out at registration counter upon arrival
- 1 full-page ad in the onsite Quick Guide
- Logo designed within stage graphics
- 1-time pre-show and post-show email list access to opt-in attendees
- Sponsor logo recognition, as Title Partner on marketing pieces sent to attendees and potential attendees via NRF outreach
- Complimentary gift card (Uber, American Express, etc.) to all retail attendees for taxi travel to hotel (\$25 each)
- Thank you to our Title Partner via social media
- Welcome letter from NRF and Title Partner for guests at point of check-in at host hotel
- Opportunity to provide one item for the virtual conference bag
- Opportunity to provide two white papers to be posted as a complimentary resource for attendees
- Logo recognition on the Sponsor Page of the event website as the Title Partner
- Ad placement on the pre-event marketing updates to registered attendees (at least 2)
- Ad placement on the event Recap Pages and one ad placement on the event recap email sent by NRF to all registered attendees

# Sponsorship Package: Titanium Partner

**\$50,000 for members / \$52,000 for non-members – 2 packages available**

## **Benefits:**

- 5 conference badges for sponsor representatives
- 3 conference badges for retail customers

Choice of 1 of the following (based on availability):

- Partner Perspective – opportunity to work with NRF to present a topic with a retail client (preferred, not required) and a senior-level executive from sponsor's organization (Sold Out)
- Opening Party sponsor – Co-sponsorship (2 available)
  - Sponsor can provide a gift item which NRF will distribute at the end of the Opening Party as a departing gift for the evening
  - Logo recognition on signage thanking our sponsors
  - Logo on cups and napkins
  - Remarks from NRF senior staff welcome guests and thanking our sponsor
  - Sponsor may provide 30-second welcome remarks to guests (remarks to be pre-approved by NRF)
- 1-time pre-show and post-show email list access to opt-in attendees
- Logo recognition on pre-event marketing
- ½ page ad in onsite Quick Guide
- Opportunity to provide one item for the virtual conference bag
- Opportunity to provide one white paper to be posted as a complimentary resource for attendees
- Logo recognition on the Sponsor Page of the event website as Titanium Partner



# Sponsorship Package: Platinum Partner

**\$35,000 for members / \$37,000 for non-members – 5 packages available**

## **Benefits:**

- 4 conference badges for sponsor representatives
- 2 conference badges for retail customers

Choice of 1 of the following (based on availability):

- Room delivery – Second Night, to 50 retailers (2 available)
  - Sponsor may choose amenity (list provided by NRF) to be delivered inside guests' room along with message on accompanying note
- Closing Party co-sponsor (2 available)
  - Sponsor can provide gift item which NRF will distribute at the end of the Closing Party as a departing gift for the evening
  - Logo recognition on signage thanking sponsors
  - Logo on cups and napkins
- Reception (1 available)
  - Logo recognition on signage thanking sponsors
  - Logo on cups and napkins
  - Specialty cocktail drink featured from sponsor
- After Hours Activity co-sponsor (1 available)
  - Activities include firepits, s'mores desserts and martinis or drinks poolside
  - Logo recognition on signage thanking sponsors
  - Logo on cups and napkins
- 1/4-page ad in onsite Quick Guide
- 1-time list usage to email pre-show opt-in attendee list and 1-time use of postal mailing list to post-show opt-in attendees
- Opportunity to provide one item for the virtual conference bag
- Opportunity to provide one white paper to be posted as a complimentary resource for attendees
- Logo recognition on the Sponsor Page of the event website as a Platinum Partner

# Sponsorship Package: Gold Partner

**\$25,000 for members / \$27,000 for non-members – 6 packages available**

## **Benefits:**

- 3 conference badges for sponsor representatives
- 1 conference badge for retail customer

Choice of 1 of the following (based on availability):

- Wednesday or Thursday Breakfast (2 available)
    - Logo recognition on signage thanking sponsors
    - Logo on cups and napkins
  - Wednesday Networking Party/Dinner co-sponsorship (2 available)
    - Logo recognition on signage thanking sponsors
    - Logo on cups and napkins
  - Afternoon Activity co-sponsor (2 available)
    - Gift item (appropriate to activity) with sponsor logo distributed
    - Logo recognition on signage thanking sponsors
- 1-time pre-show list use for one email, and 1-time post show list use for one postal mailing to opt-in attendees
  - Opportunity to provide one item for the virtual conference bag
  - Opportunity to provide one white paper to be posted as a complimentary resource for attendees
  - Logo recognition on the Sponsor Page of the event website as a Gold Partner

# Sponsorship Package: Silver Partner

**\$20,000 for members / \$22,000 for non-members – 10 packages available**

## **Benefits:**

- 2 conference badges for sponsor representatives
- 1 conference badge for retail customer

Choice of 1 of the following (based on availability):

- Friday Grab & Go Breakfast (2 available)
    - Logo recognition on signage thanking sponsors
    - Logo on napkins
  - Morning Activity (3 available)
    - Gift item (appropriate to activity) with sponsor logo distributed
  - Networking Break (3 available)
    - Logo recognition on signage thanking sponsors
    - Logo on cups and napkins
  - Wednesday or Thursday Lunch (2 available)
    - Logo recognition on signage thanking sponsors
    - Logo on cups and napkins
- 1-time post-show list use for one email, or postal mailing to opt-in attendees
  - Opportunity to provide one item for the virtual conference bag or post white paper as a complimentary resource for attendees
  - Logo recognition on the Sponsor Page of the event website as a Silver Partner

# Sponsorship Package: Bronze Partner

**\$15,000 for members / \$17,000 for non-members – 10 packages available**

## **Benefits:**

- 1 conference badge for sponsor representative
- Meter board with sponsor graphics located in a high-traffic area during the event
- ¼ page ad and logo in the onsite Quick Guide as “Bronze Partner”
- Opportunity to provide one item for the virtual conference bag
- Logo recognition on the Sponsor Page of the event website as a Bronze Partner

# About NRF

NRF empowers the industry that powers the economy.

Partnering with the National Retail Federation aligns your brand with the only organization that's able to bring our entire community together. For more than a century, NRF has been the eyes and ears of the retail industry. No matter what the world has thrown at us, NRF has been there to unite, guide and provide critical insights to leaders, movers and makers of all kinds.

Be present to see the future of MarTech.

**Join us at NRF Nexus 2022**