NRF 25 BIGSHOW EUROPE

16-18 SEPTEMBER 2025 | PARIS

EUROPE'S PREMERRETAIL GATHERING PARIS EXPO PARIS EXPO PORTE DE VERSAILLES PAV. 4 & 6

SALES DEC

COME POSIUM

NRF National Retail Federation



nrfbigshoweurope.com

RETAIL'S BIG SHOW SUROPE



ParisRetailWeek



The first edition of Retail's most important event in Europe will take place in Paris from september 16 to 18, 2025.

Paris Retail Week and NRF are joining forces to support retailers in addressing their business development challenges. This collaboration brings the best of both worlds to the market through a groundbreaking event of unmatched scale in Europe.

Get inspired by Europe's top retail leaders in one of the world's most dynamic, consumer-driven markets. Retail professionals worldwide can experience three days of educational sessions and a comprehensive Expo showcasing the latest retail solutions. The event also features an Innovators Showcase and Startup Hub, highlighting breakthrough technologies in Europe's retail industry.

PARIS EXPO PORTE DE VERSAILLES





Pavilions 4&6 1 Place de la Porte de Versailles 75015 Paris

Access

CDG Airport - 1h10 Orly Airport - 50mn Notre Dame de Paris - 30 min Eiffel Tower - 30 min Arc de Triomphe -30mn

THE ENTIRE EUROPEAN MARKET GATHERED IN PARIS





An English-first event.

An event taking place in one of the world's greatest trend setting and dynamic consumer-driven cities in the world

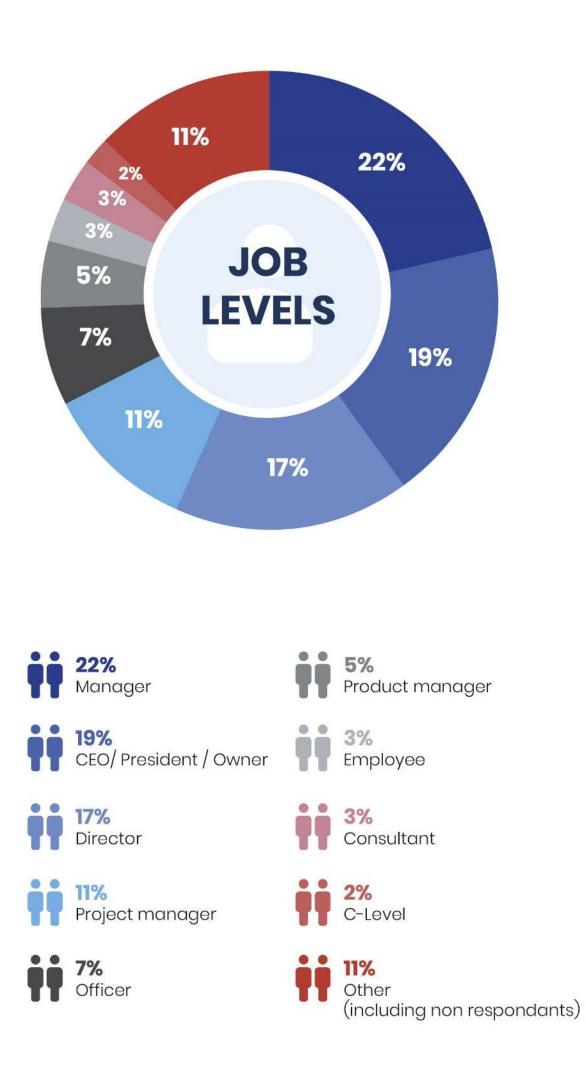
Europe is an historical, matured and structured **Region for Retail.**



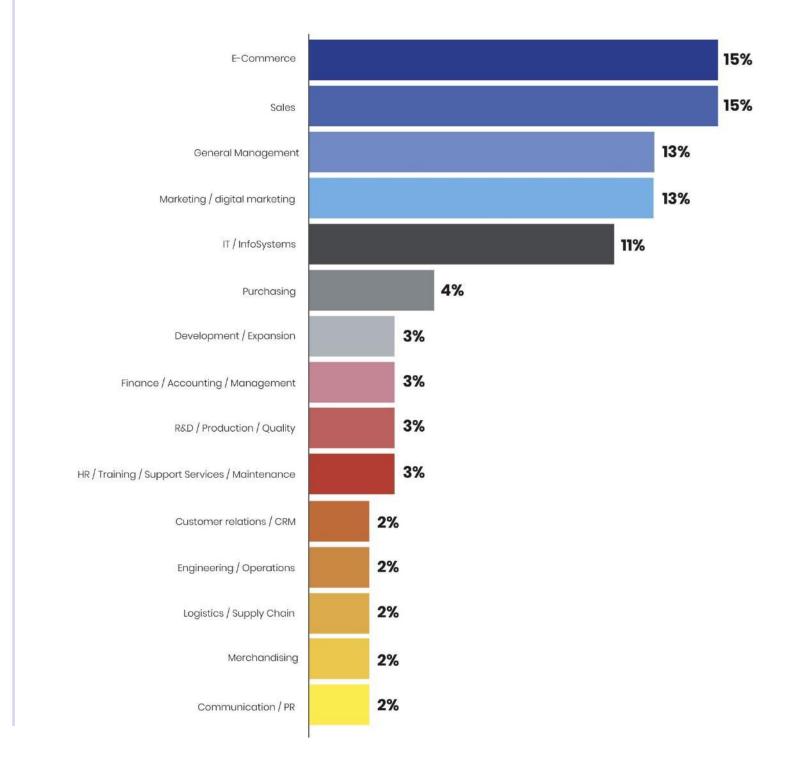


10,500 TOTAL ATTENDEES 4,500+ RETAIL PROFESSIONALS **380 EXHIBITORS 150 CONFERENCES & WORKSHOPS 45 STARTUPS 9 INNOVATION AWARDS**





JOB **FUNCTIONS**















3 DAYS 25,000 SQM

480 INTL EXHIBITORS 15,000 TOTAL ATTENDEES 7,000+ INTL RETAIL PROFESSIONALS **9 INNOVATION AWARDS**

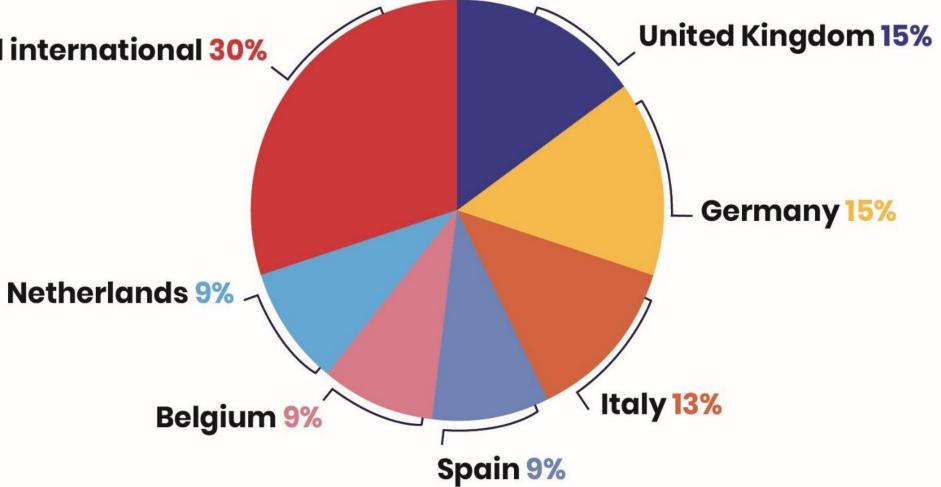
*** RETAIL'S INDUSTRY'S LARGEST MARKETPLACE *** ✓ CONTENT-RICH SESSIONS ✓ **\$ COUNTLESS NETWORKING OPPORTUNITIES \$**





Other European countries and international 30%

OVER EUR () P



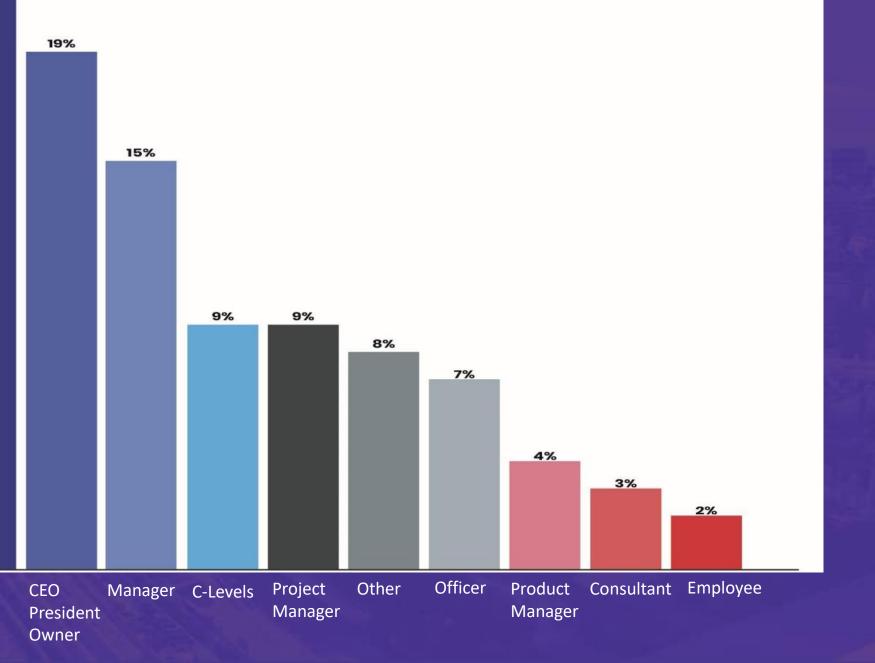
DELEGATE PROFILE FROM ALL JOB LEVELS

Members of Board /Decision-makers represent nearly

70%

Director

24%



IT / Electronics / Telephony

Banking / Finance / Insurance

Textile / Accessories / Footwear

Food / Beverage

Advertising / Events / Media / Marketing

Business / Personal / Services

Home / Furnishings / Decoration

Cosmetics / Hygiene / Perfumery

Transport / Handling / Storage

Design / Architecture / Layout

DIY / Gardening / Pet supplies

Hotels / Travel / Tourism

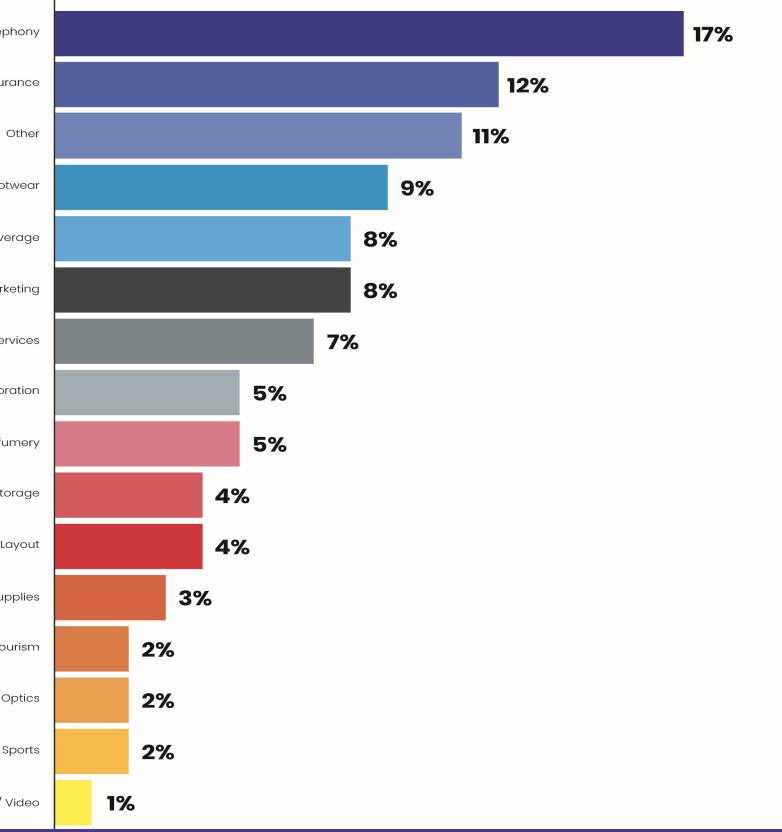
Pharmaceutical industry / Health / Optics

Games / Toys / Leisure / Sports

Cultural goods / Publishing / Photo / Video

54%

Retailers expected







Accounting, Finance & Banking



Consulting Services



Customer Service & CRM



E-commerce



Marketing & Communications



Human Ressources



In Store



Supply Chain



Merchandising



Big Data



Immersive Technology





Hardware





INTERNATIONAL CONTENT FOR EUROPEAN C-LEVELS



SEGMENTED COMMUNICATION STRATEGY BY PERSONA



DIGITAL ACQUISITION CAMPAIGNS : SEA/SMA



TARGETED EMAILING CAMPAIGNS ON OUR DATABASES



SEO STRATEGY TO BOOST ORGANIC SITE RANKING



REGULAR SOCIAL MEDIA POSTS TO INCREASE AND ENGAGE THE COMMUNITY



STRONG MEDIA AND INSTITUTIONAL PARTNERSHIPS



TOP BUYERS PROGRAM DEDICATED TO DECISION MAKERS



PRESS RELATIONS AND INFLUENCERS STRATEGY



INTERNATIONAL CONTENT FOR EUROPEAN C-LEVELS

KEYNOTES OF INTERNATIONAL CEO'S





SIMONE DOMINICI CEO – KIKO MILANO



ESVP - BEST BUY







GUILLAUME MOTTE CEO - SEPHORA



KARSTEN WILDBERGER CEO - MEDIAMARK SATURN





O INTERNATIONAL CONTENT FOR EUROPEAN C-LEVELS

BREAKOUT SESSIONS WITH RETAILERS PANELS AND FEDERATION REPRESENTATIVES

- Unifying in-store and online retail
- Exploring the Role of the Store in an Omnichannel World
- How is AI redifining the supply chain?
- Creating a More Responsible and Sustainable Retail
- How innovations in payment systems are transforming customer experiences and retail operations?
- Together, elevating customer engagement In-store and online
- Connecting data, detail and customers Together for a Better Tomorrow
- Together with AI: Revolutionizing the Future of Retail

Ex. INVITED SPEAKERS





FRANCESCO MONTUOLO CONFIMPRESE

MASSIMO VOLPI RETAIL HUB



FABBIO SCHIAVELLO

LICENCES, BRANDED PROPERTIES & HOSPITALITY -FEND IDIRECTOR



PATRICK STASSI CEO - KIABI



ROBERTO FEDELE CIO - MANOR



GERO FURCHHEIM ECOMMERCE EUROPE



LAURENT MILCHIOR

CEO - ETAM



EMMANUEL GRENIER

Executive Director of E-commerce, Data, and Digital Transformation

CARREFOUR



EMMANUEL LEROCH

PROCOS



REGIS PENNEL

E-COMMERCE DIRECTOR – GALERIES LAFAYETTE



MORALES

EUROCOMMERCE



INTERNATIONAL CONTENT FOR EUROPEAN C-LEVELS

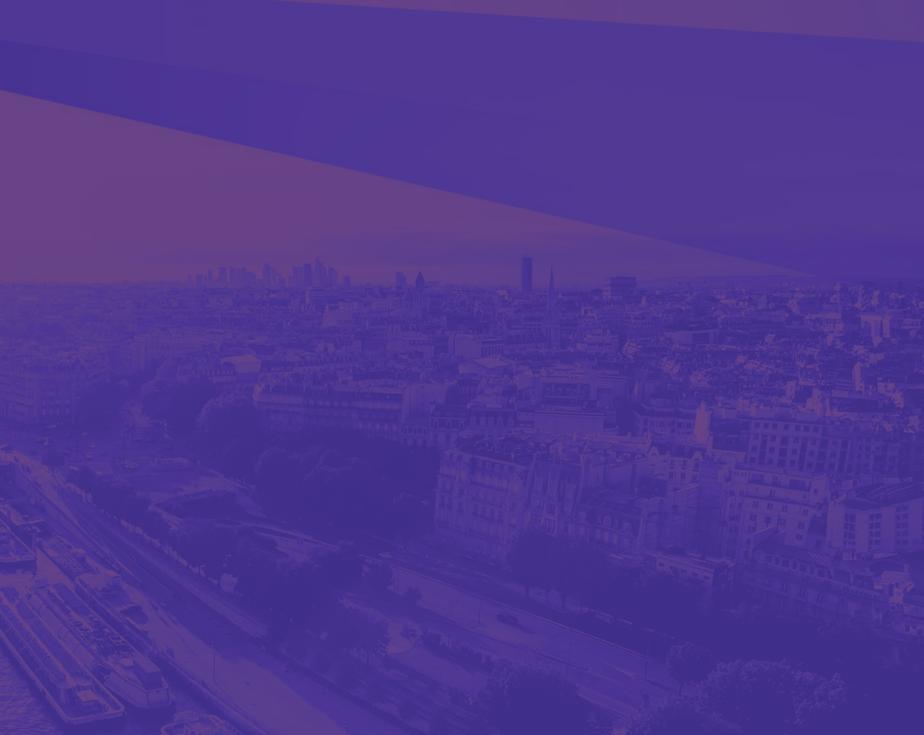
WHITEPAPERS FOR THOUGHT LEADERSHIP, ENGAGMENT AND DATA COLLECTION



UNLOCK THE FUTURE OF RETAIL



DOWNLOAD THE WHITEPAPER NOW





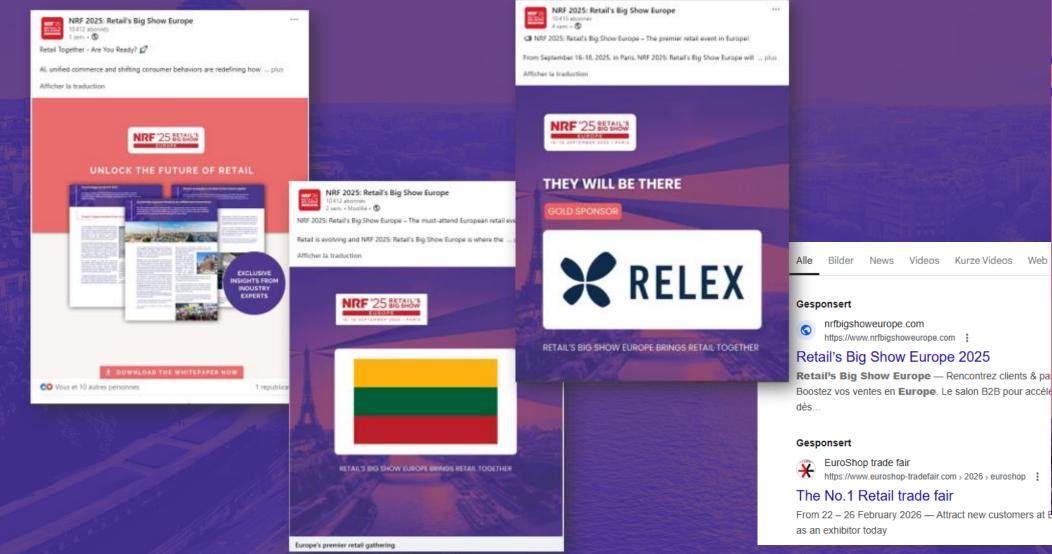
DIGITAL ACQUISITION EUROPEAN CAMPAIGNS:

SEA /SMA

SEO TO BOOST ORGANIC SITE RANKING

REGULAR SOCIAL MEDIA POSTS TO INCREASE AND ENGAGE THE COMMUNITY

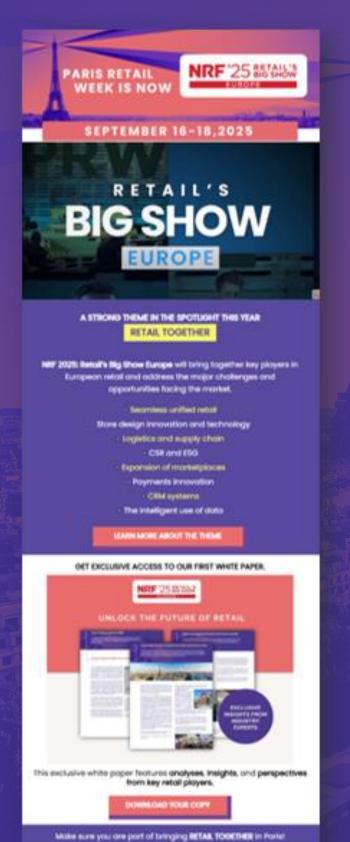
DISPLAY & RETARGETING



PARIS RETAIL WEEK IS NOW NRF'25 BIG SHOW EUROPE 16-18 SEPTEMBER 2025 | PARIS EUROPE'S PREMIER RETAIL GATHERING PARIE EX PO PORTE OF VERSALLES **YOUR RETAILER** ALL-ACCESS PASS



TARGETED EMAILING CAMPAIGNS ON OUR EUROPEAN DATABASES





interiored to communicate exceptions RETAL TOOLTHER

STRONG ENGAGEMENT

Visitors Average of open rate

51,53%

SEGMENTED COMMUNICATION STRATEGY BY PERSONA



STRONG MEDIA AND INSTITUTIONAL PARTNERSHIPS

FEDERATION INVITED WITH RETAILER DELEGATIONS

International: Federation of International Retail Associations (FIRA) Europe: Eurocommerce, Ecommerce Europe, European Digital SME Alliance, European Retail Round Table (ERRT), European Council of Shopping Places (ECSP), International Association of Department Stores (IADS) Members of : Eurocommerce / E-Commerce Europe and Fira Germany : BEVH, Handelsverband Deutschland (HDE), ZGV (German Central Retail Association), BTE (German Fashion Trade Association

UK: IMRG, British Retail Consortium (BRC), Association of Convenience Stores (ACS) Italy : Netcomm, Retail Institute Italy, Procos Italy, Confcommercio, Federdistribuzione, Confimprese, Confesercenti Netherlands: Thuiswinkel.org, PCN, Detailhandel Nederlands, InRetail France : Fevad, FCD, Procos

Greece : ESEE

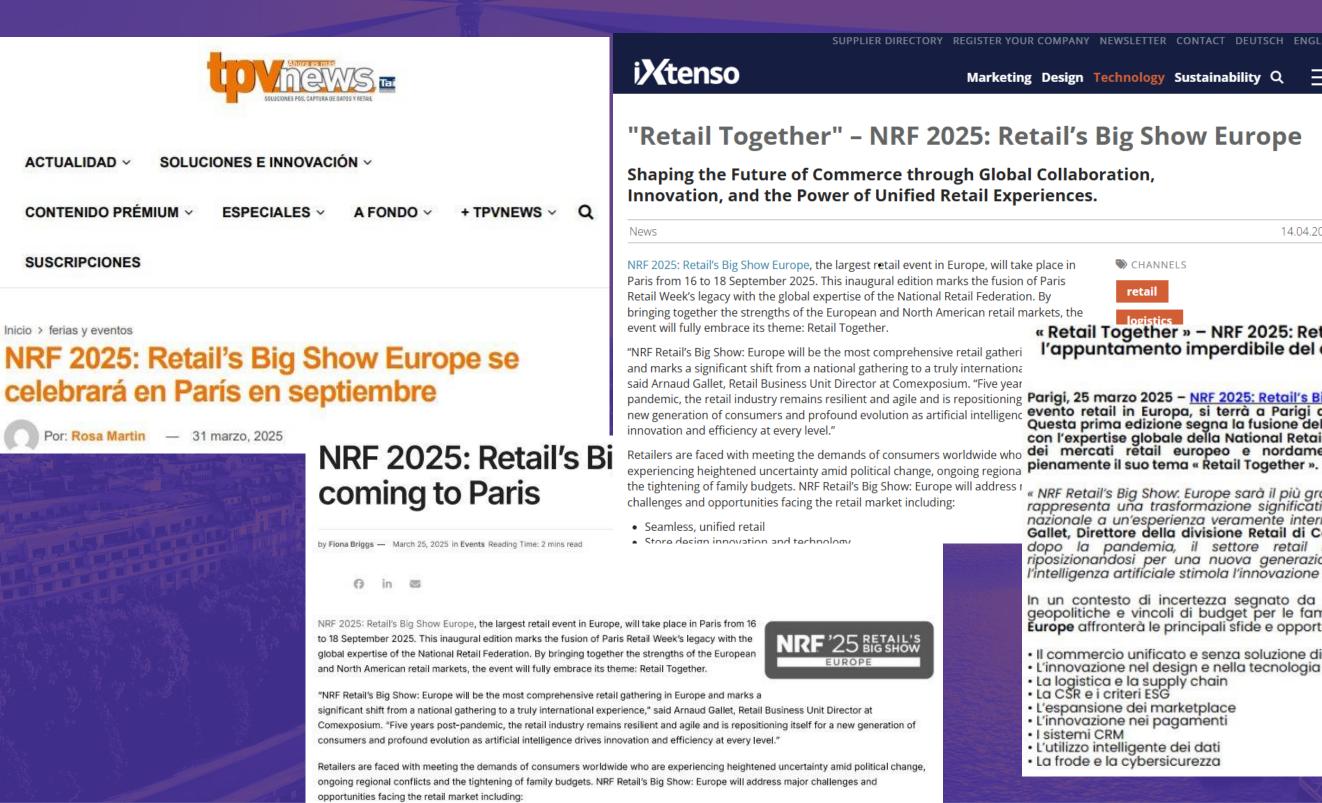
Spain : AER (Asociación Española del Retail), Adigital, ANGED (Asociación Nacional de Grandes Empresas de Distribución), CEC (Confederación Española de Comercio), AECOC (Asociación de Empresas de Gran Consumo)

MEDIAS FOR ADVERTISING CAMPAINS

UK : Retail & Leisure International, European Supermarket Magazine (ESM), Retail Week, Retail Technology Innovation Hub, The Grocer, Retail Focus Magazine, Retail Gazette, The Retail Bulletin, Retail Systems Germany: Lebensmittel Zeitung, TextilWirtschaft, Der Handel, EHI Retail Insights, iXtenso, Display France : LSA, JDN, L'Officiel de la Franchise, Influencia, Ecommerce Mag, Emarketing.fr **The Netherlands** : Retail Trends, Ecommerce News, Distrifood, Twinkle Magazine, Emerce **Belgium**: Retail Detail, Gondola, Trends, Digimedia Italy: Largo Consumo, Distribuzione Moderna, Retail & Food, Largo Consumo, GDO Week, Mark Up, Techno Retail, Ristorando Spain : Just Retail, Revista InfoRetail, IPMarket, Distribución Actualidad, Ecommerce News, Marketing Insider Review



PRESS RELATIONS AND INFLUENCERS STRATEGY





pandemic, the retail industry remains resilient and agile and is repositioning new generation of consumers and profound evolution as artificial intelligence innovation and efficiency at every level." Parigi, 25 marzo 2025 – <u>NRF 2025: Retail's Big Show Europe</u>, il più grande evento retail in Europa, si terrà a Parigi dal 16 al 18 settembre 2025. Questa prima edizione segna la fusione dell'eredità di Paris Retail Week con l'expertise globale della National Retail Federation. Unendo le forze Retailers are faced with meeting the demands of consumers worldwide who dei mercati retail europeo e nordamericano, l'evento incarnerà

> « NRF Retail's Big Show. Europe sarà il più grande evento retail d'Europa e rappresenta una trasformazione significativa, passando da un evento nazionale a un'esperienza veramente internazionale », dichiara Arnaud Gallet, Direttore della divisione Retail di Comexposium. « Cinque anni dopo la pandemia, il settore retail rimane resiliente e agile, riposizionandosi per una nuova generazione di consumatori, mentre l'intelligenza artificiale stimola l'innovazione e l'efficienza a tutti i livelli. »

> In un contesto di incertezza segnato da evoluzioni politiche, tensioni geopolitiche e vincoli di budget per le famiglie, NRF Retail's Big Show: Europe affronterà le principali sfide e opportunità del settore, tra cui:

- · La logistica e la supply chain La CSR e i criteri ESG
- L'espansione dei marketplace
- L'innovazione nei pagamenti
- I sistemi CRM
- L'utilizzo intelligente dei dati
- La frode e la cybersicurezza

 Il commercio unificato e senza soluzione di continuità L'innovazione nel design e nella tecnologia in negozio



NEWSLETTER INSIGHTS

"Retail Together" - NRF 2025: Retail's Big Show Europe 16 April, 2025 | by TRB News Team

Shaping the Future of Commerce - NRF 2025: Retail's Big Show Europe, the largest retail event in Europe, will take place in Paris from 16 to 18 September 2025.

This inaugural edition marks the fusion of Paris Retail Week's legacy with the global expertise of the National Retail Federation. By bringing together the

HOME | NEWSLETTER INSIGHT

Shaping the Future of Commerce – NRF 2025: Retail's Big Show Europe, the largest retail event in Europe, will take place in Paris from 16 to 18.

RELATED ARTICLES

[EVENT] Visual Merchandising and Display

The Big Zero Show Expands to Two Days Focusing on..

NRF review - Al increasingly impacting retai

NRF review - no escaping AI

UKG helps two-thirds of NRF Top 100 Retailers create.

Show more related articles



TOP BUYERS PROGRAM DEDICATED FOR DECISION MAKERS

>>>> A DEDICATED TEAM TO SPECIAL VIP RETAILER PROGRAM (Invitations / Lounges...)

TARGET AUDIENCE

Profiles: CEO, President, VP, GM, C-levels (COO, CFO, CTO, CMO, ...) High-potential retailers: Top 1000 retailers (based on purchasing power) Sectors: Fashion, Food, Restaurants, Home & Living, Services, Marketplaces, Beauty, Health Target countries: France, Belgium, Netherlands, Germany, Spain, United Kingdom, Italy



LOYALTY & CONVERSION - Existing database (~1500 C- Levels top buyers) Email campaigns Phoning campaign on opt-ins (opt-out subject to GDPR validation)



CROSS-MARKETING ACTIONS

with other event databases (e.g. One to One Comexposium)



ACQUISITION – New contacts

LinkedIn prospecting (via Sales Navigator) Automated outreach with PhantomBuster Purchase of qualified contact databases Program activation through institutional partners: Business France, Eurocommerce, Confimprese...



POWERFULL TOOLS TO INVIT YOUR CONTACTS

Tell the world you are here at NRF 2025: Retail's Big Show Europe!

CUSTOMISE BANNERS

NRF 2025: Retail's Big Show Europe provides you with a comprehensive media kit containing all the essential materials to promote your participation in the event across your various communication channels (social media, website, email signature, advertisements, press releases, etc.).

BANNERS WITH STAND NUMBER + LOGO

ANIMATED BANNERS Web and social media format

PARTICIPANTS BANNERS Web and social media format

Banner sample:



ENTER YOUR STAND NUMBER

Indicate your stand number below then click on the button "Generate your banners".

Stand :

UPLOAD YOUR LOGO

Image format: jpg, jpeg, png, gif

(No file)



FOR EXHIBITORS / VISITORS AND SPEAKERS



TO BRING IN THE BIGGEST RETAIL BRANDS FROM ALL EUROPEAN COUNTRIES

ACTION - ALDI - ALINEA - ARGOS - ASDA - AUCHAN - AUCHAN DRIVE - B&M - BERSHKA -**BIEDRONKA – BON PREU – BONOBO – BOOTS – BRICO DEPOT – BRICOMARCHE – C&A –** CARREFOUR - CASA - CASINO GROUP - COLRUYT - CONFORAMA - COOP GROUP - CORA -**DEBENHAMS - DECATHLON - DESIGUAL - DIXONS CARPHONE - DM-DROGERIE MARKT - DOUGLAS** HOLDING - DUNNES STORES - ELECLERC - EDEKA - EL CORTE INGLES - EURONICS - FLYING TIGER COPENHAGEN - FNAC - FNAC DARTY - FOOT LOCKER - GALERIES LAFAYETTE - GAMESTOP -GLOBUS - H&M - HABITAT - HALFORDS - HEMA - HUNKEMÖLLER - ICELAND - ICI PARIS XL - IKEA -**INTERMARCHE (LES MOUSQUETAIRES) – INTERTOYS – JD GROUP – JUMBO – JYSK – KAUFLAND –** LEROY MERLIN - MAJE - MARKS & SPENCER - MASSIMO DUTTI - MAXI TOYS - MEDIAMARKT -MERCADONA - METRO AG - MIGROS - MONOPRIX - MOTHERCARE - MÜLLER - NETTO -NEW LOOK - NISA LOCAL - O BI - PENNY MARKT - PLUS RETAIL - POUNDLAND - PRIMARK -PROMOD - PULL&BEAR - REWE GROUP - SAINSBURY'S - SALLING GROUP - SANDRO - SCHWARZ GROUP (LIDL, KAUFLAND) - SEPHORA - SPAR - SUPERDRUG - SYSTEME U - TAPE A L'ŒIL -TESCO -THE KOOPLES - TOPSHOP - VANDEN BORRE - WAITROSE - WOOLWORTHS GROUP - XXL SPORTS & OUTDOOR - ZARA (INDITEX) - ZODIO - ...

EXPECTED RETAIL BRANDS





EXHIBITION FLOOR INNOVATORS SHOWCASE STARTUP HUB EXHIBITOR BIG IDEAS

EXPO TOURS

2 TRACKS **3 TOURS PER DAY** 24+ BOOTHS

CONFERENCES & BREAKOUT SESSIONS

3 DAYS 10+ INDUSTRY TOPICS 70+ SESSIONS **100+ INTERNATIONAL SPEAKERS**

NEW RETAIL STORE TOURS (NEW

2 THEMES 8+ STORE VISITS



> INNOVATORS SHOWCASE

The immersive exhibit showcases groundbreaking artificial intelligence, augmented reality, machine learning, facial recognition, robotics & more. See how technology is enabling retail's transformation.



> EXHIBITOR BIG IDEAS

Don't miss these sessions to hear exhibitors share how their products work in the real world and are changing how retailers "retail." These sessions feature demos and case studies presented by solution providers and their retail clients.



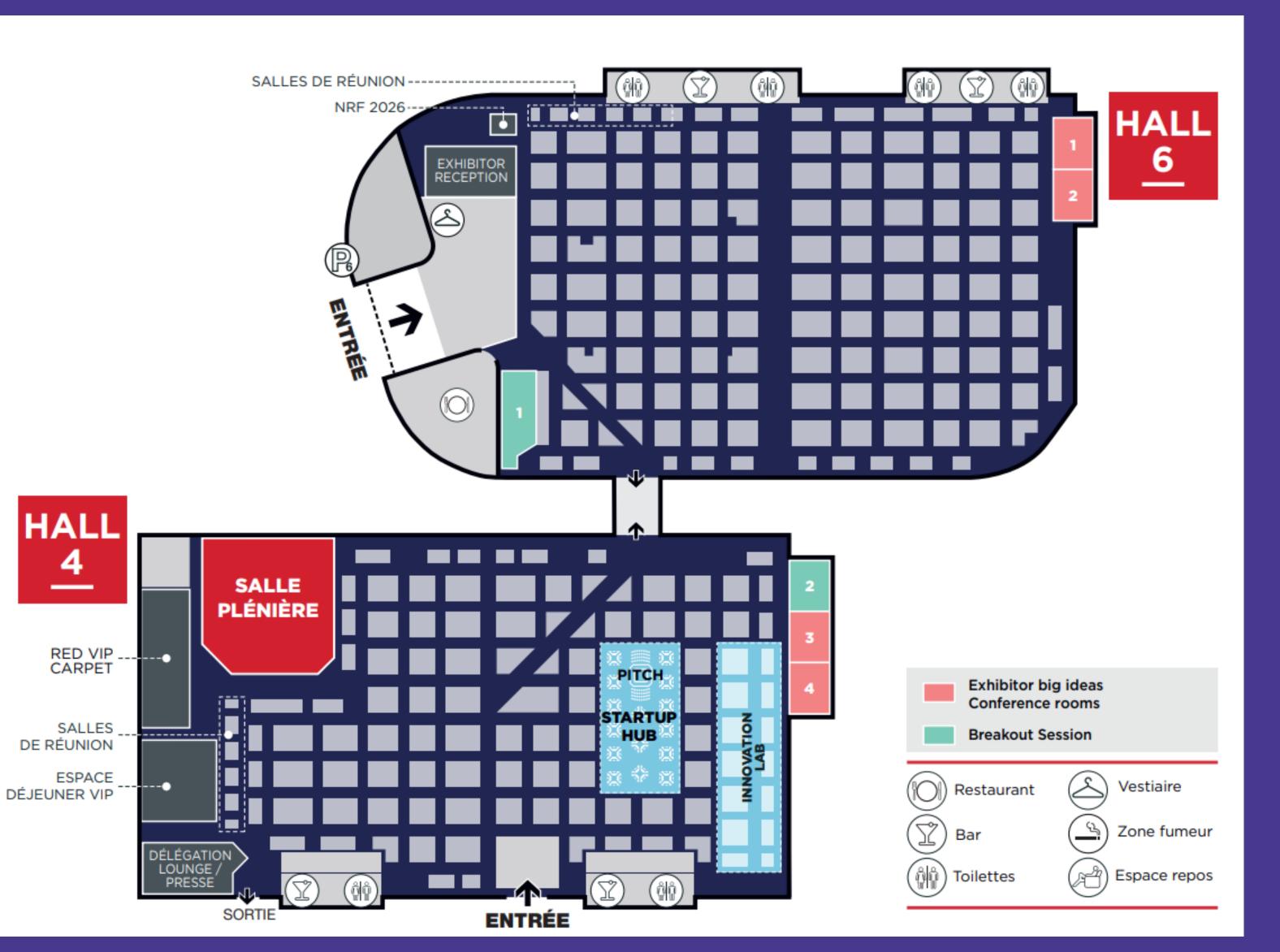
> STARTUP HUB

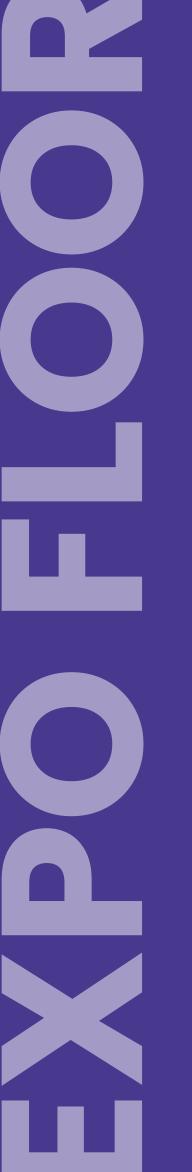
Meet the newest companies in retail and see their biggest, standout ideas. Be the first to hear about the breakthrough technology and radical thinking that everyone will be talking about tomorrow.

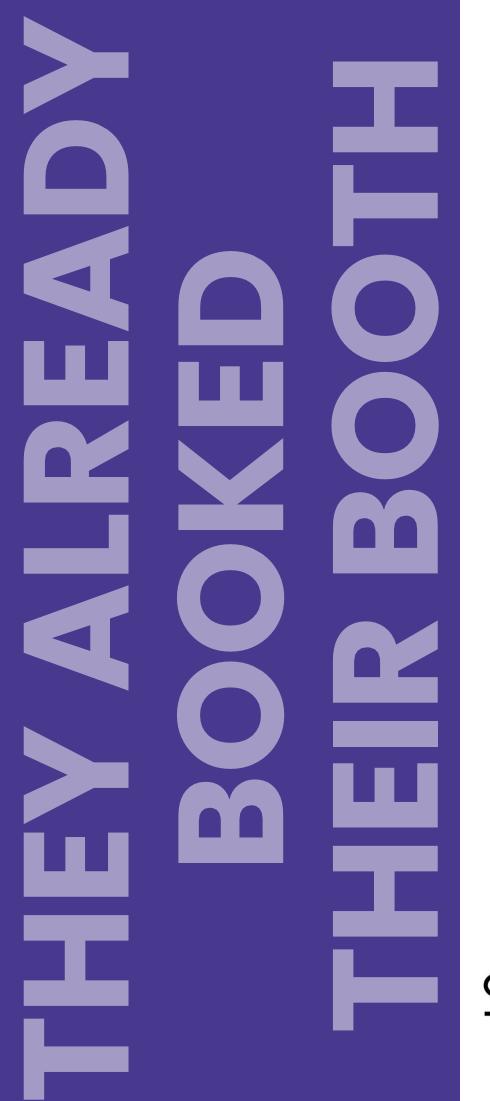


> RETAIL STORE TOURS

These retailer-only tours allow attendees to get insider insights, network with peers and stay ahead of industry trends. Programs are created with retailers and designed to deliver impactful unique experiences for each retail location.













FREEDOMPA'

Global Honeywell klaviyo

ORISHA

PayPal RELEX









BRAND VISIBILITY

Be visible during the 3 days of the event.

Take advantage of high visibility for your brand, for example on the visitors lanyard and badge or in visitor zones.



PITCH

Show retailers how your solutions can change the way they "do retail".

A not-to-be-missed opportunity to pitch your latest solutions and products to a captive audience of leading retailers, through demonstrations, case studies,etc.



NETWORK

Be the center of attention at attendee favorites such as the Parties, Happy hour, and more. Leverage on the high visibility and engagement on these platforms to reach new customers, generate leads and start new conversations.

ONE OF THE LARGEST AND MOST AWAITED RETAIL SHOWS IN EUROPE



Connect and collaborate with the brightest minds in retail



Expand your business by meeting retail domestic and international decision makers



Co-located activities: Innovation lab, Startup zone, Exhibitor big ideas, Retail store tours



Benefit from NRF's brand power and strength





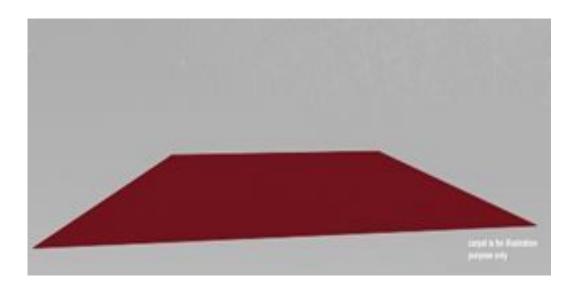
Innovators Showcase : €6,000 per booth



Startup Hub : €3,500/booth **For companies founded in 2020 or later



Shell Scheme : €1,100/sqm - min 9 sqm Corner charges apply: 125 € /corner.



Raw Space : €600/sqm - min 27 sqm Build and Design. Be creative, appoint your contractor. Carpet not included.



EUROPE



Kevin GAUTIER Sales Director +33 (0)1 76 77 12 72 kevin.gautier@comexposium.com



Guillaume REVÉREAULT Sales Manager +33 (0)1 76 77 12 27

guillaume.revereault@comexposium.com

NORTH AMERICA



Tami SAKELL VP Sales +12026613044 sakellT@NRF.com



Sanae CHAKOUR

Sales Manager +33 (0)1 76 77 12 36 sanae.chakour@comexposium.com



Michael FELIX-PIRES

Sales Manager +33 (0)6 64 45 77 69 michael.felixpires@comexposium.com



Mary Jane BAGAPORO

Sales Director +65 9222 0428 mary-jane.bagaporo@comexposium.com

