

INSIDE:

- Full Conference and EXPO Session Schedule-at-a-Glance
- EXPO Hall Maps

NRF® | 2018

RETAIL'S BIG SHOW

JACOB K. JAVITS CONVENTION CENTER | NYC | JANUARY 14-16

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RETAIL'S BIG SHOW

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Badge Color Access

FULL CONFERENCE PASS Access to all Big Show Events			
	BLUE		GREEN
	ORANGE		ORANGE WITH STARS
	GOLD		WHITE WITH WAVY LINES
EXPO ONLY PASS Access to EXPO and Opening Reception			
	RED		YELLOW



Complimentary WiFi

SSID: NRF2018
No password is required.
 Available in all public spaces except for the EXPO Halls on Levels 1 and 3.

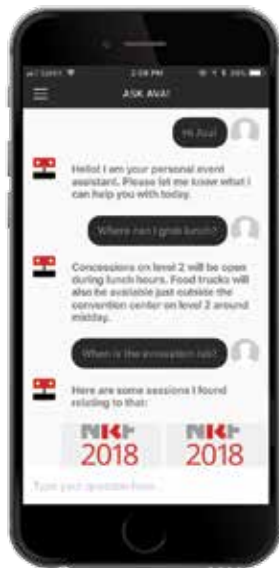
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The NRF Mobile App gives you access to everything you need to know about NRF 2018: Retail's Big Show.



QUESTIONS? ASK AVA!

Ava is your go-to bot for everything related to NRF 2018. Try asking Ava questions like: "When is the Innovation Lab open?" or "Where can I grab lunch?"



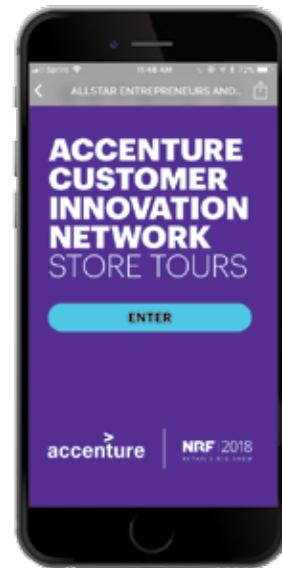
CREATE YOUR OWN SCHEDULE

Star a session to create your own schedule, so you don't miss any of your top picks!



FIND YOUR WAY

Use the "Find Me" feature in the 3D map to find booths in the EXPO hall. Enable bluetooth for the best experience!



SELF-GUIDED STORE TOURS

Explore New York City's cutting-edge retail stores. Search by category or neighborhood and see the latest design features, in-store technology, innovation elements and more.

Download the NRF Mobile App from your mobile device's app store by searching "NRF-National Retail Federation."

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Conference Information

Attendee Areas

NRF Clubhouse

LOCATION: **River Pavilion, Level 4**
 HOURS: Sunday, Jan. 14 7:00 AM-4:30 PM
 Monday, Jan. 15 7:00 AM-5:00 PM
 Tuesday, Jan. 16 7:00 AM-5:00 PM

SPONSORED BY: IBM Corporation

Innovation Lab

LOCATION: **River Pavilion, Level 4**
 HOURS: Sunday, Jan. 14 10:30 AM-4:30 PM
 Monday, Jan. 15 9:00 AM-5:00 PM
 Tuesday, Jan. 16 9:00 AM-5:00 PM

SPONSORED BY: VISA, CGI, MJD Interactive Agency, Inc.

Guest Services

Lost & Found

LOCATION: **1C 02-04, Level 1**

Nursing Mothers' Room

LOCATION: **1C 05, Level 1**

HOURS: Sunday, Jan. 14 6:00 AM-5:30 PM
 Monday, Jan. 15 6:00 AM-5:30 PM
 Tuesday, Jan. 16 6:00 AM-5:30 PM

Coat Check

Special Events Lobby, Hall D, Level 1

Hall A, Level 1
South Concourse, Level 2
2D, near FedEx Office, Level 2

HOURS: Sunday, Jan. 14 6:30 AM-5:30 PM
 Monday, Jan. 15 6:30 AM-5:30 PM
 Tuesday, Jan. 16 6:30 AM-5:30 PM

For Press

Press Office

LOCATION: **Hall A, 1A 23, Level 1**

HOURS: Sunday, Jan. 14 6:30 AM-4:30 PM
 Monday, Jan. 15 7:30 AM-5:30 PM
 Tuesday, Jan. 16 7:30 AM-5:00 PM

SPONSORED BY: NewStore

For Exhibitors

2019 Space Selection Room

LOCATION: **EXPO Hall, Level 3, behind Exhibitor Big Ideas Room 4**

HOURS: Sunday, Jan. 14 10:30 AM-4:30 PM
 Monday, Jan. 15 9:00 AM-5:00 PM
 Tuesday, Jan. 16 9:00 AM-5:00 PM



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663 million people drink dirty water worldwide. Rate sessions in the mobile app and unlock up to 4 new wells for remote villages in Africa, providing clean and safe water to more than 1,000 people.



EXPO Pass

Look for programs with the "Full Conference Pass" designation.

Full Conference Pass

Look for programs with the "Full Conference Pass" designation.

TIME	EVENT	LOCATION	PASS REQUIRED
7:00 AM-4:30 PM	NRF CLUBHOUSE OPEN Sponsored by IBM Corporation	River Pavilion, Level 4	Full Conference Pass / EXPO Pass
8:15 AM-8:45 AM	MAIN STAGE Coffee Break Sponsored by American Express Company	Special Events Lobby, Level 1	Full Conference Pass
8:45 AM-9:00 AM	MAIN STAGE SESSION: Opening entertainment and NRF's Chairman welcome Brands Speaking: Macy's, Inc. Entertainment by: Keone & Maiti	Hall E, Level 1	Full Conference Pass
9:00 AM-9:30 AM	MAIN STAGE SESSION: Learn from Levi's: How the 150-year-old startup continues to transform its iconic brand Brands Speaking: Levi's	Hall E, Level 1	Full Conference Pass
9:30 AM-10:15 AM	MAIN STAGE SESSION: Rock star entrepreneurs and the next generation of retail Brands Speaking: Kpizzza, Beauty Pie, Maveron, Museum of Ice Cream, STORY	Hall E, Level 1	Full Conference Pass
10:30 AM-4:30 PM	EXPO HALL OPEN	EXPO Hall, Level 1 and 3	Full Conference Pass / EXPO Pass
10:30 AM-4:30 PM	INNOVATION LAB OPEN Sponsored by VISA, CGI, MJD Interactive Agency, Inc.	River Pavilion, Level 4	Full Conference Pass / EXPO Pass
10:30 AM-11:00 AM	Exhibitor Big Ideas Produced by Applause	EXPO Hall, Big Ideas Room 1, Level 1	Full Conference Pass / EXPO Pass
10:30 AM-12:00 PM	Revolutionize productivity and disruptive technologies in the IOT world, on a penny budget Produced by DENSO ADC	EXPO Hall, Big Ideas Room 2, Level 1	Full Conference Pass / EXPO Pass
10:30 AM-12:00 PM	The "insane" business case: Why brand CFOs love uniting brand and commerce sites Produced by Coremedia	EXPO Hall, Big Ideas Room 3, Level 1	Full Conference Pass / EXPO Pass
10:30 AM-12:00 PM	Payments transformations for the omni-commerce consumer Produced by FIS Global	EXPO Hall, Big Ideas Room 4, Level 3	Full Conference Pass / EXPO Pass
10:30 AM-11:00 AM	INNOVATION LAB STAGE Robotics and AI: Trailblazing technology for future retail	Innovation Lab Stage, Level 4	Full Conference Pass / EXPO Pass
10:30 AM-12:30 PM	Podcast: Retail Ramblings	Podcast Studio A, Level 3	Full Conference Pass / EXPO Pass
10:30 AM-12:00 PM	Podcast: Supply Chain Radio	Podcast Studio B, Level 3	Full Conference Pass / EXPO Pass
10:30 AM-12:30 PM	EXPO Tours Sponsored by Adroit Worldwide Media, Inc., Mercatus, NEC Corporation of America	Room 1B 04, Level 1	Separate Registration Required
10:45 AM-11:30 AM	FEATURE STAGE SESSION: Technology and the business: An essential partnership Brands Speaking: QVC Inc.	Hall D, Special Events Hall, Level 1	Full Conference Pass
10:45 AM-11:30 AM	International perspectives on building a digital-first culture inside your organization Brands Speaking: Calzedonia Group, Varese Retail, Via Varejo	Hall A, 1A 10, Level 1	Full Conference Pass
11:30 AM-12:30 PM	Retail trend watch: Inspiration beyond Amazon for transformation Brands Speaking: GDR Creative Intelligence	Hall A, 1A 06, Level 1	Full Conference Pass
11:30 AM-12:30 PM	The fanatical customer and building brand loyalty Brands Speaking: FabFitFun, OrangeTheory Fitness	Hall A, 1A 22, Level 1	Full Conference Pass
11:30 AM-12:30 PM	Walmart and Coca-Cola join forces with Tableau as the unifying factor Produced by Tableau	EXPO Hall, Big Ideas Room 1, Level 1	Full Conference Pass / EXPO Pass
11:30 AM-12:30 PM	The seven deadly sins of retail Produced by Daymon	EXPO Hall, Big Ideas Room 2, Level 1	Full Conference Pass / EXPO Pass
11:30 AM-12:00 PM	Powering the store of the future with successful digital transformation strategies Produced by Riverbed	EXPO Hall, Big Ideas Room 3, Level 1	Full Conference Pass / EXPO Pass
11:30 AM-12:00 PM	Digital giants: innovating and evolving with today's customer Produced by SAP	EXPO Hall, Big Ideas Room 4, Level 3	Full Conference Pass / EXPO Pass
11:30 AM-12:00 PM	INNOVATION LAB STAGE The what and how of digital transformation: Three consumer expectations to meet now Sponsored by CGI	Innovation Lab Stage, Level 4	Full Conference Pass / EXPO Pass
11:30 AM-12:45 PM	Attendee Lunch	Special Events Lobby, Level 1	Full Conference Pass
11:30 AM-1:30 PM	Food Truck Alley Seating available on South Concourse, Level 2 and in Hall D, Special Events Hall, Level 1	Outside South Concourse (above Hall E), Level 2	Full Conference Pass / EXPO Pass
12:00 PM-1:00 PM	Podcast: The Current Innovators	Podcast Studio A, Level 3	Full Conference Pass / EXPO Pass
12:00 PM-1:00 PM	Podcast	Podcast Studio B, Level 3	Full Conference Pass / EXPO Pass
12:30 PM-1:00 PM	INNOVATION LAB STAGE Best of retail 2020: Emerging technologies to transform marketing and engagement	Innovation Lab Stage, Level 4	Full Conference Pass / EXPO Pass
1:00 PM-1:30 PM	Storeytelling: A new virtual & augmented shopping reality @Scale Produced by Enterworks	EXPO Hall, Big Ideas Room 1, Level 1	Full Conference Pass / EXPO Pass
1:00 PM-1:30 PM	From traditional to innovatory: Transforming retail operations with splunk real-time analytics Produced by Splunk	EXPO Hall, Big Ideas Room 2, Level 1	Full Conference Pass / EXPO Pass
1:00 PM-3:00 PM	Transforming the store into the warehouse in less than 4 months Produced by DSI	EXPO Hall, Big Ideas Room 3, Level 1	Full Conference Pass / EXPO Pass
1:00 PM-3:00 PM	Exhibitor Big Ideas Produced by Agilone	EXPO Hall, Big Ideas Room 4, Level 3	Full Conference Pass / EXPO Pass
1:15 PM-2:00 PM	EXPO Tours Sponsored by Adroit Worldwide Media, Inc., Mercatus, NEC Corporation of America	Room 1B 04, Level 1	Separate Registration Required
1:30 PM-2:00 PM	FEATURE STAGE SESSION: Steve Case on technology startups reshaping retail and the consumer experience Brands Speaking: Handy, Oploro, Revolution	Hall D, Special Events Hall, Level 1	Full Conference Pass
1:30 PM-2:00 PM	INNOVATION LAB STAGE Infusing innovation: How to develop and deploy disruption	Innovation Lab Stage, Level 4	Full Conference Pass / EXPO Pass
1:30 PM-3:00 PM	Podcast: American Fashion	Podcast Studio B, Level 3	Full Conference Pass / EXPO Pass
2:00 PM-3:00 PM	Podcast: Conversational Commerce	Podcast Studio A, Level 3	Full Conference Pass / EXPO Pass
2:00 PM-2:45 PM	How the instrumentation of the shelf and automated product positioning change retail Produced by Pricer	EXPO Hall, Big Ideas Room 1, Level 1	Full Conference Pass / EXPO Pass
2:15 PM-2:45 PM	To-the-shelf shopper attribution and personalization with no in-store technology Produced by Coursa Retail	EXPO Hall, Big Ideas Room 2, Level 1	Full Conference Pass
2:15 PM-2:45 PM	What do modern retail customers expect from customer service? Produced by Zendesk	EXPO Hall, Big Ideas Room 3, Level 1	Full Conference Pass
2:15 PM-2:45 PM	Retail is changing at warp-speed - accelerate the transformation of your business Produced by Windstream	EXPO Hall, Big Ideas Room 4, Level 3	Full Conference Pass
2:15 PM-2:45 PM	FEATURE STAGE SESSION: The direct-to-consumer movement Brands Speaking: BARK, Makers of BarkBox, Boxed Wholesale	Hall D, Special Events Hall, Level 1	Full Conference Pass
2:15 PM-2:45 PM	Digital convergence Brands Speaking: Mogul	Hall A, 1A 06, Level 1	Full Conference Pass
2:15 PM-2:45 PM	Leader of the pack: Differentiating your brand with new global service models Brands Speaking: GS&MD Group, Sonae	Hall A, 1A 10, Level 1	Full Conference Pass
2:30 PM-3:15 PM	The global brand's local strategy Brands Speaking: FIRAIE	Hall A, 1A 22, Level 1	Full Conference Pass / EXPO Pass
3:00 PM-3:30 PM	INNOVATION LAB STAGE: New NYC stores worth a visit!	Innovation Lab Stage, Level 4	Full Conference Pass / EXPO Pass
3:00 PM-3:30 PM	Why retail companies need a fast-paced learning platform Produced by Litmos by CallidusCloud	EXPO Hall, Big Ideas Room 1, Level 1	Full Conference Pass / EXPO Pass
3:00 PM-4:30 PM	Connected planning for retail Produced by Anaplan	EXPO Hall, Big Ideas Room 2, Level 1	Full Conference Pass / EXPO Pass
3:00 PM-4:30 PM	Using technology to elevate logistics teams Produced by Flexport	EXPO Hall, Big Ideas Room 3, Level 1	Full Conference Pass / EXPO Pass
3:00 PM-4:30 PM	Bucking the trend - how T-Mobile is growing their retail footprint Produced by One Door	EXPO Hall, Big Ideas Room 4, Level 3	Full Conference Pass
2:30 PM-3:00 PM	MAIN STAGE Coffee Break	Special Events Lobby, Level 1	Full Conference Pass
3:00 PM-3:30 PM	MAIN STAGE SESSION: The changing face of retail: A conversation with Doug McMillon Brands Speaking: National Retail Federation, Walmart	Hall E, Level 1	Full Conference Pass
3:00 PM-4:30 PM	Podcast: Material Is Your Business	Podcast Studio A, Level 3	Full Conference Pass / EXPO Pass
3:00 PM-4:30 PM	Podcast: Business Building Rockstars	Podcast Studio B, Level 3	Full Conference Pass / EXPO Pass
3:30 PM-4:00 PM	MAIN STAGE SESSION: The future of retailing: How tech is changing the game Sponsored by Mastercard Brands Speaking: Instagram, Outdoor Voices	Hall E, Level 1	Full Conference Pass
3:45 PM-4:30 PM	EXPO HAPPY HOUR	EXPO Hall, Level 1 and 3	Full Conference Pass / EXPO Pass
5:30 PM-7:00 PM	Opening Night Reception Sponsored by Manhattan Associates, Sitecore, Suse, Twiggie	Marriott Marquis, 8th and 9th Floors	Full Conference Pass / EXPO Pass
6:00 PM-8:00 PM	Retail's CIO Party (invitation only) Sponsored by CompuCom, Conduent, Raygun, Inc.	Mastro's Steakhouse	Invitation Only

* Podcast sessions subject to change. See the Podcast booth for updated information.



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TIME	EVENT	LOCATION	PASS REQUIRED
7:00 AM-5:00 PM	NRF CLUBHOUSE OPEN Sponsored by IBM Corporation	River Pavilion, Level 4	Full Conference Pass / EXPO Pass
8:00 AM-8:30 AM	MAIN STAGE Coffee Break Sponsored by Flexport, Columbus Consulting	Special Events Lobby, Level 1	Full Conference Pass
8:30 AM-9:00 AM	MAIN STAGE SESSION: Transforming corporate culture through disruption and innovation Sponsored by American Express Company	Hall E, Level 1	Full Conference Pass
9:00 AM-9:30 AM	MAIN STAGE SESSION: Arianna Huffington on the importance of changing the way we work and live Sponsored by American Express Company Brands Speaking: Thrive Global	Hall E, Level 1	Full Conference Pass
9:30 AM-10:00 AM	MAIN STAGE SESSION: Helena Foulikes on empowering consumers to make everyday health care better Sponsored by American Express Company Brands Speaking: CVS	Hall E, Level 1	Full Conference Pass
9:00 AM-10:30 AM	Podcast: Pop Fashion	Podcast Studio A, Level 3	Full Conference Pass / EXPO Pass
9:00 AM-5:00 PM	Podcast: Retail Gets Real	Podcast Studio B, Level 3	Full Conference Pass / EXPO Pass
9:00 AM-5:00 PM	EXPO HALL OPEN	EXPO Hall, Level 1 and 3	Full Conference Pass / EXPO Pass
9:00 AM-5:00 PM	INNOVATION LAB OPEN Sponsored by VISA, CGI, MJD Interactive Agency, Inc.	River Pavilion, Level 4	Full Conference Pass / EXPO Pass
9:15 AM-10:00 AM	How artificial intelligence is revolutionizing in-store operations and merchandising Produced by C-B4	EXPO Hall, Big Ideas Room 1, Level 1	Full Conference Pass / EXPO Pass
	Don't remain data dark: How to light up real-world retail Produced by Samsung	EXPO Hall, Big Ideas Room 2, Level 1	Full Conference Pass / EXPO Pass
	Omnichannel 2.0 for brands Produced by Kibo	EXPO Hall, Big Ideas Room 3, Level 1	Full Conference Pass / EXPO Pass
	Retailers double down on MDM to achieve exceptional customer experience Produced by Stibo	EXPO Hall, Big Ideas Room 4, Level 3	Full Conference Pass / EXPO Pass
9:30 AM-11:30 AM	EXPO Tours Sponsored by Adroit Worldwide Media, Inc., Mercatus, NEC Corporation of America	Room 1B 04, Level 1	Separate Registration Required
10:15 AM-11:00 AM	Retailers who are using digital media to create engagement Produced by Hughes	EXPO Hall, Big Ideas Room 1, Level 1	Full Conference Pass / EXPO Pass
	Changing the game with RFID Produced by Avery Dennison	EXPO Hall, Big Ideas Room 2, Level 1	Full Conference Pass / EXPO Pass
	Exhibitor Big Ideas Produced by IBM	EXPO Hall, Big Ideas Room 3, Level 1	Full Conference Pass / EXPO Pass
	Digitize your business: A practical framework Produced by Cisco	EXPO Hall, Big Ideas Room 4, Level 3	Full Conference Pass / EXPO Pass
10:30 AM-11:00 AM	INNOVATION LAB STAGE The brick and mortar store strikes back!	Innovation Lab Stage, Level 4	Full Conference Pass / EXPO Pass
10:30 AM-11:15 AM	FEATURE STAGE SESSION: Building the more innovative innovation lab Brands Speaking: Bain Capital Ventures, Walmart's Store No. 8	Hall D, Special Events Hall, Level 1	Full Conference Pass
10:30 AM-11:15 AM	Leading with positivity: Retail 2018 Brands Speaking: WD Partners	Hall A, 1A 06, Level 1	Full Conference Pass
10:30 AM-11:15 AM	Powerhouse playbooks: Lessons from global retail leaders Brands Speaking: Kantar Retail, LEGO	Hall A, 1A 22, Level 1	Full Conference Pass
	Investing in social responsibility: How retailers are doing well by doing good Brands Speaking: Gallery Furniture, Red Wing Shoes	Hall A, 1A 10, Level 1	Full Conference Pass
10:30 AM-12:00 PM	Podcast: Retail Exchange	Podcast Studio A, Level 3	Full Conference Pass / EXPO Pass
11:30 AM-12:30 PM	Building the future of intelligent retail Produced by Microsoft	EXPO Hall, Big Ideas Room 1, Level 1	Full Conference Pass / EXPO Pass
	The shoppers speak: Shoppers bust long-held myths on pricing and promotions Produced by Revionics	EXPO Hall, Big Ideas Room 2, Level 1	Full Conference Pass / EXPO Pass
	Compete and win on customer experience (CX) Produced by ForeSee	EXPO Hall, Big Ideas Room 3, Level 1	Full Conference Pass / EXPO Pass
	Digital transformation all-stars: Not all heroes wear capes Produced by Magento	EXPO Hall, Big Ideas Room 4, Level 3	Full Conference Pass / EXPO Pass
11:30 AM-12:00 PM	INNOVATION LAB STAGE Best of retail 2020: Logistical and post-sale transformative technology	Innovation Lab Stage, Level 4	Full Conference Pass / EXPO Pass
11:30 AM-12:45 PM	Attendee Lunch Sponsored by Checkpoint Systems, Inc., CompuCom	Special Events Lobby, Level 1	Full Conference Pass
11:30 AM-1:30 PM	Food Truck Alley Seating available on South Concourse, Level 2 and in Hall D, Special Events Hall, Level 1	Outside South Concourse (above Hall E), Level 2	Full Conference Pass / EXPO Pass
12:00 PM-1:00 PM	Retail economic roundtable: A preview into 2018 Sponsored by Acrelec America	Press room: Hall A, 1A 23, Level 1	Open to press and analysts only
12:30 PM-1:00 PM	INNOVATION LAB STAGE Getting out of your own way – Enabling your company to truly innovate	Innovation Lab Stage, Level 4	Full Conference Pass / EXPO Pass
12:30 PM-2:00 PM	Podcast: Glossy	Podcast Studio A, Level 3	Full Conference Pass / EXPO Pass
12:30 PM-2:30 PM	EXPO Tours Sponsored by Adroit Worldwide Media, Inc., Mercatus, NEC Corporation of America	Room 1B 04, Level 1	Separate Registration Required
12:30 PM-3:30 PM	NRF Startup Meetups	North Concourse, Level 2	Separate Registration Required
12:45 PM-1:15 PM	The role of data and analytics in effective customer-centric retail Produced by IO10Data	EXPO Hall, Big Ideas Room 1, Level 1	Full Conference Pass / EXPO Pass
	How to bring customers back to the store: 5 success stories Produced by Booking Bug	EXPO Hall, Big Ideas Room 2, Level 1	Full Conference Pass / EXPO Pass
	Grape to glass: Treasury Wine Estates reimagines how wine is experienced in the connected world Produced by DMI	EXPO Hall, Big Ideas Room 3, Level 1	Full Conference Pass / EXPO Pass
	How next-gen store associates use clienteling to drive ROI Produced by FitforCommerce	EXPO Hall, Big Ideas Room 4, Level 3	Full Conference Pass
1:15 PM-2:00 PM	FEATURE STAGE SESSION: Creating the supply chain of the future Brands Speaking: Li & Fung	Hall D, Special Events Hall, Level 1	Full Conference Pass
1:30 PM-2:30 PM	Improving the customer experience with a personalized approach to training Produced by Axonify	EXPO Hall, Big Ideas Room 1, Level 1	Full Conference Pass / EXPO Pass
	Reduce waste and predict shopper demands: Recipe for retail success Produced by CDW	EXPO Hall, Big Ideas Room 2, Level 1	Full Conference Pass / EXPO Pass
	Exhibitor Big Ideas Produced by Workjam	EXPO Hall, Big Ideas Room 3, Level 1	Full Conference Pass / EXPO Pass
	How omnichannel analytics helps retailers satisfy customers who can shop anywhere, anytime Produced by SAS	EXPO Hall, Big Ideas Room 4, Level 3	Full Conference Pass / EXPO Pass
1:30 PM-2:00 PM	INNOVATION LAB STAGE The future of retail: One size doesn't fit all Sponsored by MJD Interactive Agency, Inc.	Innovation Lab Stage, Level 4	Full Conference Pass / EXPO Pass
2:00 PM-3:30 PM	Podcast: Women in Retail Talks	Podcast Studio A, Level 3	Full Conference Pass / EXPO Pass
2:15 PM-3:00 PM	FEATURE STAGE SESSION: Entertaining the customer: In physical and digital spaces Brands Speaking: Hearst Magazines	Hall D, Special Events Hall, Level 1	Full Conference Pass
2:15 PM-3:00 PM	An economic tour of retail around the world Brands Speaking: Deloitte, World Retail Congress	Hall A, 1A 22, Level 1	Full Conference Pass
	How AI is currently powering retail's growth Brands Speaking: 1-800-FLOWERS.COM, Cosabella, eBay, Fung Global Retail & Technology	Hall A, 1A 10, Level 1	Full Conference Pass
	Three paths leading to product nirvana Brands Speaking: b8ta, Brandable, Fillogic, Retail Dive	Hall A, 1A 06, Level 1	Full Conference Pass
2:30 PM-3:15 PM	INNOVATION LAB STAGE: Ethics in the age of artificial intelligence	Innovation Lab Stage, Level 4	Full Conference Pass / EXPO Pass
3:00 PM-3:45 PM	Exhibitor Big Ideas Produced by ShelfBucks	EXPO Hall, Big Ideas Room 1, Level 1	Full Conference Pass / EXPO Pass
	5 ways predictive analytics and machine learning can optimize your inventories Produced by Celect	EXPO Hall, Big Ideas Room 2, Level 1	Full Conference Pass / EXPO Pass
	Bespoke planning and analytics, easier and faster than off-the-rack Produced by Board	EXPO Hall, Big Ideas Room 3, Level 1	Full Conference Pass / EXPO Pass
	Embracing the retail revolution: How modern technology is changing the rules of workforce management; by Dick's Sporting Goods and Costco Wholesale Produced by Kronos	EXPO Hall, Big Ideas Room 4, Level 3	Full Conference Pass / EXPO Pass
3:00 PM-5:00 PM	EXPO Tours Sponsored by Adroit Worldwide Media, Inc., Mercatus, NEC Corporation of America	Room 1B 04, Level 1	Separate Registration Required
3:00 PM-3:30 PM	MAIN STAGE Coffee Break	Special Events Lobby, Level 1	Full Conference Pass
3:30 PM-4:15 PM	MAIN STAGE SESSION: Jennifer Bailey, with Apple, on delivering the modern shopping experience Brands Speaking: Apple, Panera Bread, Wayfair	Hall E, Level 1	Full Conference Pass
3:30 PM-5:00 PM	Podcast	Podcast Studio A, Level 3	Full Conference Pass / EXPO Pass
4:00 PM-5:00 PM	EXPO HAPPY HOUR Sponsored by Adroit Worldwide Media, Inc., CDW, FIS, Midigator	EXPO Hall, Level 1 and 3	Full Conference Pass / EXPO Pass
4:00 PM-4:45 PM	How to run your entire business on your phone Produced by Domo	EXPO Hall, Big Ideas Room 1, Level 1	Full Conference Pass / EXPO Pass
	How leading retailers are reducing the risk of innovation and driving value Produced by APT	EXPO Hall, Big Ideas Room 2, Level 1	Full Conference Pass / EXPO Pass
	Exhibitor Big Ideas Produced by Infinite Peripherals	EXPO Hall, Big Ideas Room 3, Level 1	Full Conference Pass / EXPO Pass
	Beik department store and Ascena Retail Group present a pragmatic approach to artificial intelligence, machine learning, and prescriptive analytics Produced by Profitect	EXPO Hall, Big Ideas Room 4, Level 3	Full Conference Pass / EXPO Pass
6:00 PM-8:30 PM	Taste of Retail Networking Dinners Sponsored by Checkpoint Systems, Inc., dunnhumby, Wooqer	Local NYC Restaurants	Separate Registration Required

* Podcast sessions subject to change. See the Podcast booth for updated information.



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TIME	EVENT	LOCATION	PASS REQUIRED
7:00 AM-8:30 AM	Women Run Retail Breakfast Sponsored by IBM Corporation	Room 1A, 22, Level 1	Separate Registration Required
7:00 AM-5:00 PM	NRF CLUBHOUSE OPEN Sponsored by IBM Corporation	River Pavilion, Level 4	Full Conference Pass / EXPO Pass
8:00 AM-8:30 AM	MAIN STAGE SESSION: Coffee Break Sponsored by ACCEO	Special Events Lobby, Level 1	Full Conference Pass
8:30 AM-9:30 AM	MAIN STAGE SESSION: Giving 100%: The reinvention of charity Brands Speaking: charity, water	Hall E, Level 1	Full Conference Pass
9:30 AM-10:15 AM	MAIN STAGE SESSION: Building a retail super team: How collaboration can underpin success in today's market Sponsored by Deloitte Brands Speaking: Facebook	Hall E, Level 1	Full Conference Pass
9:00 AM-5:00 PM	EXPO HALL OPEN	EXPO Hall, Level 1 and 3	Full Conference Pass / EXPO Pass
9:00 AM-5:00 PM	INNOVATION LAB OPEN Sponsored by VISA, CGI, MJD Interactive Agency, Inc.	River Pavilion, Level 4	Full Conference Pass / EXPO Pass
9:00 AM-10:30 AM	Podcast: Retail Tech	Podcast Studio A, Level 3	Full Conference Pass / EXPO Pass
9:00 AM-10:30 AM	Podcast: Reinventing Retail	Podcast Studio B, Level 3	Full Conference Pass / EXPO Pass
9:15 AM-10:00 AM	Revealed: The impact of changing shopper expectations and implications for food retailers Produced by Precima	EXPO Hall, Big Ideas Room 1, Level 1	Full Conference Pass / EXPO Pass
9:30 AM-11:30 AM	Automated retail 2018 Produced by Zoomsystems	EXPO Hall, Big Ideas Room 2, Level 1	Full Conference Pass / EXPO Pass
9:30 AM-11:30 AM	Achieving new levels of customer engagement with prescriptive retail analytics Produced by Shoppertrak	EXPO Hall, Big Ideas Room 3, Level 1	Full Conference Pass / EXPO Pass
9:30 AM-11:30 AM	Creating meaningful experiences - driving innovation at velocity and scale Produced by Wipro	EXPO Hall, Big Ideas Room 4, Level 3	Full Conference Pass / EXPO Pass
9:30 AM-11:30 AM	EXPO Tours Sponsored by Adroit Worldwide Media, Inc., Mercatus, NEC Corporation of America	Room 1B 04, Level 1	Separate Registration Required
10:15 AM-11:00 AM	Mid-sized retailers - why a unified commerce platform is your key to thriving in the digital retail age Produced by Inspire	EXPO Hall, Big Ideas Room 1, Level 1	Full Conference Pass / EXPO Pass
10:15 AM-11:00 AM	Late to the game, Hibbett Sports launches its first ecommerce site in 2017 with a winning strategy Produced by Radial	EXPO Hall, Big Ideas Room 2, Level 1	Full Conference Pass
10:15 AM-11:00 AM	Gifting fundamentals - essentials for modern ecommerce experiences Produced by CashStar	EXPO Hall, Big Ideas Room 3, Level 1	Full Conference Pass
10:15 AM-11:00 AM	Exhibitor Big Ideas Produced by Cisco	EXPO Hall, Big Ideas Room 4, Level 3	Full Conference Pass
10:15 AM-11:00 AM	MAIN STAGE SESSION: The future of money Sponsored by VISA Brands Speaking: CNBC, Neiman Marcus, OneMarket, A Westfield Company, VISA	Hall E, Level 1	Full Conference Pass
10:30 AM-11:00 AM	INNOVATION LAB STAGE Innovation is always in fashion	Innovation Lab Stage, Level 4	Full Conference Pass / EXPO Pass
10:30 AM-12:00 PM	Podcast: Fashion Is Your Business	Podcast Studio A, Level 3	Full Conference Pass / EXPO Pass
10:30 AM-12:00 PM	Podcast: Brick & Data	Podcast Studio B, Level 3	Full Conference Pass / EXPO Pass
11:00 AM-11:15 AM	MAIN STAGE SESSION: Morning Break	Hall E, Level 1	Full Conference Pass
11:15 AM-11:45 AM	MAIN STAGE SESSION: The Chobani way: Hamdi Ulukaya's principled journey in building an empire Brands Speaking: Chobani, Macy's, Inc.	Hall E, Level 1	Full Conference Pass
11:30 AM-12:00 PM	INNOVATION LAB STAGE Retail disruption through the rise of the API economy Sponsored by VISA	Innovation Lab Stage, Level 4	Full Conference Pass / EXPO Pass
11:30 AM-12:30 PM	Labor management software - critical to optimizing ecommerce omnichannel fulfillment and overcoming labor shortages Produced by Schaefer	EXPO Hall, Big Ideas Room 1, Level 1	Full Conference Pass / EXPO Pass
11:30 AM-12:45 PM	Exhibitor Big Ideas Produced by Salesforce	EXPO Hall, Big Ideas Room 2, Level 1	Full Conference Pass
11:30 AM-1:00 PM	Paradox of personalization: Too much data, not enough relevant personalization Produced by SapientRazorfish	EXPO Hall, Big Ideas Room 3, Level 1	Full Conference Pass
11:30 AM-1:00 PM	How tablet mobility is transforming the way you do business (mPOS, digital catalog, customer engagement) Produced by ArmorActive	EXPO Hall, Big Ideas Room 4, Level 3	Full Conference Pass
11:30 AM-12:45 PM	Attendee Lunch Sponsored by ACCEO	Special Events Lobby, Level 1	Full Conference Pass
11:30 AM-1:00 PM	The Future of Holiday: Developing trends in consumer behavior Sponsored by Acrelec America	Room 1E 03, Level 1	Open to press and analyst only
11:30 AM-1:30 PM	Food Truck Alley Seating available on South Concourse, Level 2 and in Hall D, Special Events Hall, Level 1	Outside South Concourse (above Hall E), Level 2	Full Conference Pass / EXPO Pass
12:30 PM-1:15 PM	INNOVATION LAB STAGE Tour of innovative stores: Delivering with purpose	Innovation Lab Stage, Level 4	Full Conference Pass / EXPO Pass
12:30 PM-2:00 PM	Podcast: Total Retail Talks	Podcast Studio A, Level 3	Full Conference Pass / EXPO Pass
12:30 PM-2:00 PM	Podcast: Retail Focus	Podcast Studio B, Level 3	Full Conference Pass / EXPO Pass
12:30 PM-2:30 PM	EXPO Tours Sponsored by Adroit Worldwide Media, Inc., Mercatus, NEC Corporation of America	Room 1B 04, Level 1	Separate Registration Required
12:45 PM-1:15 PM	The real metric driving profitability: Contribution margin & the future of retail Produced by Boomerang Commerce	EXPO Hall, Big Ideas Room 1, Level 1	Full Conference Pass / EXPO Pass
12:45 PM-1:15 PM	POS in the cloud Produced by Amazon Web Services	EXPO Hall, Big Ideas Room 2, Level 1	Full Conference Pass / EXPO Pass
12:45 PM-1:15 PM	Uncork the possibilities - learn how IWA manages wine accessory inventory with NetSuite Produced by PSI	EXPO Hall, Big Ideas Room 3, Level 1	Full Conference Pass / EXPO Pass
12:45 PM-1:15 PM	Analyzing consumer promotions is easier than you think Produced by 1010data	EXPO Hall, Big Ideas Room 4, Level 3	Full Conference Pass / EXPO Pass
1:15 PM-1:45 PM	FEATURE STAGE SESSION: Designed in China: Alibaba and the future of retail Brands Speaking: Alibaba Group	Hall D, Special Events Hall, Level 1	Full Conference Pass
1:30 PM-2:30 PM	Tech rescue: How industry visionaries are overcoming challenges in retail and franchise Produced by Comcast	EXPO Hall, Big Ideas Room 1, Level 1	Full Conference Pass / EXPO Pass
1:30 PM-2:30 PM	Exhibitor Big Ideas Produced by IBM Corporation	EXPO Hall, Big Ideas Room 2, Level 1	Full Conference Pass / EXPO Pass
1:30 PM-2:30 PM	The age of retail automation: Compete with online giants and deliver amazing consumer experiences Produced by Zoomsystems	EXPO Hall, Big Ideas Room 3, Level 1	Full Conference Pass / EXPO Pass
1:30 PM-2:10 PM	Retail disruption: The science of pricing and competitive differentiation Produced by First Insight	EXPO Hall, Big Ideas Room 4, Level 3	Full Conference Pass / EXPO Pass
2:00 PM-2:30 PM	INNOVATION LAB STAGE Three new search technologies: Get the right products at the right time	Innovation Lab Stage, Level 4	Full Conference Pass / EXPO Pass
2:00 PM-2:30 PM	Podcast: Conversational Commerce	Podcast Studio A, Level 3	Full Conference Pass / EXPO Pass
2:00 PM-3:30 PM	Podcast: Beauty Is Your Business	Podcast Studio B, Level 3	Full Conference Pass / EXPO Pass
2:15 PM-3:00 PM	FEATURE STAGE SESSION: On the eve of disruption: Meet next-gen retailers on the rise Brands Speaking: Brandless, Capsule Pharmacy, TrendWatching, Zola.com	Hall D, Special Events Hall, Level 1	Full Conference Pass / EXPO Pass
2:15 PM-3:00 PM	Key emerging consumer markets from around the globe Brands Speaking: The Chalhoub Group, Fung Group, Macy's China, Shoppers Stop Limited	Hall A, 1A 06, Level 1	Full Conference Pass
2:15 PM-3:00 PM	Navigating the road ahead Brands Speaking: Singularity University	Hall A, 1A 22, Level 1	Full Conference Pass
2:15 PM-3:00 PM	Urban incubators: Fueling accelerated retail growth Brands Speaking: Detroit Denim Co., JGA, Shinola, Whole Foods Market	Hall A, 1A 10, Level 1	Full Conference Pass / EXPO Pass
2:30 PM-3:15 PM	INNOVATION LAB STAGE: Predicting the future of retail: A VC perspective	Innovation Lab Stage, Level 4	Full Conference Pass / EXPO Pass
2:30 PM-4:00 PM	Podcast: Mojo Radio Show	Podcast Studio A, Level 3	Full Conference Pass / EXPO Pass
3:00 PM-3:45 PM	Marketing 2028 Produced by Optimize	EXPO Hall, Big Ideas Room 1, Level 1	Full Conference Pass / EXPO Pass
3:00 PM-3:45 PM	Driving loyalty through mobile and ecommerce: Lessons learned from around the globe Produced by ACI Worldwide	EXPO Hall, Big Ideas Room 2, Level 1	Full Conference Pass / EXPO Pass
3:00 PM-3:45 PM	Make them feel special - using identity to acquire customers and build loyalty Produced by ID.ME	EXPO Hall, Big Ideas Room 3, Level 1	Full Conference Pass / EXPO Pass
3:00 PM-5:00 PM	Omnichannel fulfillment excellence - by design Produced by Softeon	EXPO Hall, Big Ideas Room 4, Level 3	Full Conference Pass / EXPO Pass
3:00 PM-5:00 PM	EXPO Tours Sponsored by Adroit Worldwide Media, Inc., Mercatus, NEC Corporation of America	Room 1B 04, Level 1	Separate Registration Required
3:00 PM-3:30 PM	MAIN STAGE SESSION: Happy Hour	Hall E, Level 1	Full Conference Pass
3:30 PM-4:15 PM	MAIN STAGE SESSION: Transform your culture: Why CEO action is imperative to diversity and inclusion in the modern workplace Sponsored by PwC Brands Speaking: Best Buy Co., Inc., The Clorox Company, Network of Executive Women, JCPenney	Hall E, Level 1	Full Conference Pass
3:30 PM-5:00 PM	Podcast	Podcast Studio B, Level 3	Full Conference Pass / EXPO Pass
4:00 PM-5:00 PM	EXPO HAPPY HOUR Sponsored by Chargebacks 911, DZL Corporation, Kount	EXPO Hall, Level 1 and 3	Full Conference Pass / EXPO Pass
4:00 PM-4:45 PM	Panel discussion: Reimagining your supply chain to support the new retail paradigm Produced by HighJump	EXPO Hall, Big Ideas Room 1, Level 1	Full Conference Pass / EXPO Pass
4:00 PM-4:45 PM	Innovating at Gap, Inc.: Driving operational ease & unlocking employee engagement in stores Produced by RetailZipline	EXPO Hall, Big Ideas Room 2, Level 1	Full Conference Pass / EXPO Pass
4:00 PM-4:45 PM	Retail reinvention: What the evolving retail landscape means for hiring Produced by Indeed	EXPO Hall, Big Ideas Room 3, Level 1	Full Conference Pass / EXPO Pass
4:00 PM-4:45 PM	Exhibitor Big Ideas Produced by Live Person	EXPO Hall, Big Ideas Room 4, Level 3	Full Conference Pass / EXPO Pass
4:15 PM-4:45 PM	MAIN STAGE SESSION: Tommy Hilfiger: The power of disruption Sponsored by IBM Corporation Brands Speaking: Tommy Hilfiger	Hall E, Level 1	Full Conference Pass

* Podcast sessions subject to change. See the Podcast booth for updated information.

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SUNDAY, 1/14	7:00 AM - 11:00 AM	Service to resume at 2:00 PM	2:00 PM - 6:00 PM
MONDAY, 1/15	7:00 AM - 11:00 AM	Service to resume at 2:00 PM	2:00 PM - 6:00 PM
TUESDAY, 1/16	7:00 AM - 11:00 AM	Service to resume at 2:00 PM	2:00 PM - 6:00 PM

SPECIAL EVENT TRANSPORTATION

Opening Night Reception - Sunday, January 14, 2018

Service will be provided via Route 4 from the Javits Convention Center to the Marriott Marquis until 6:00 PM for the Opening Night Reception. Return service will be provided from the Marriott Marquis to all official NRF 2018 hotel shuttle stops between 6:45 PM - 7:15 PM.

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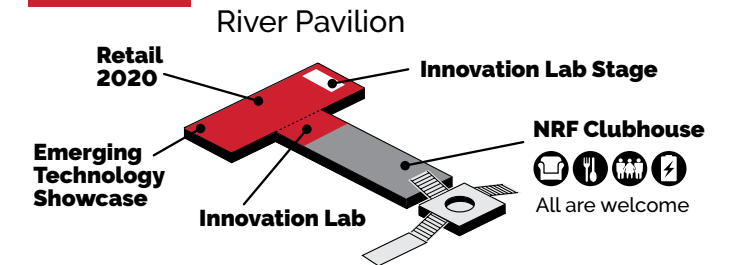
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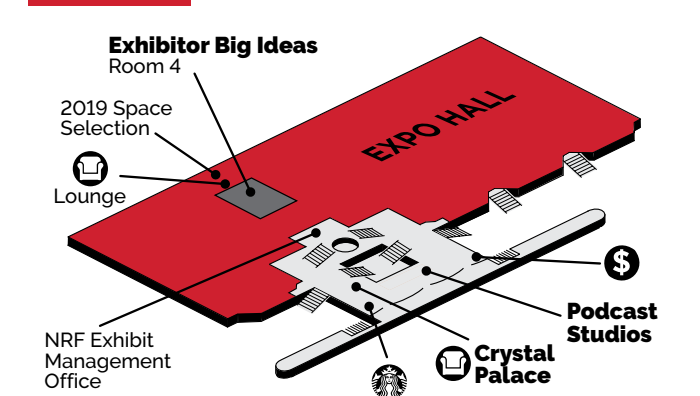
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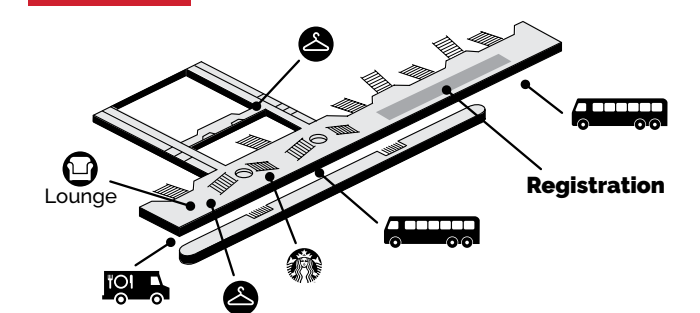
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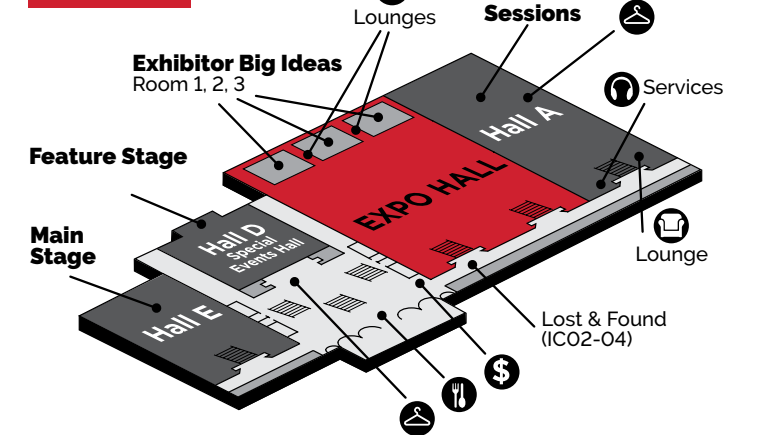
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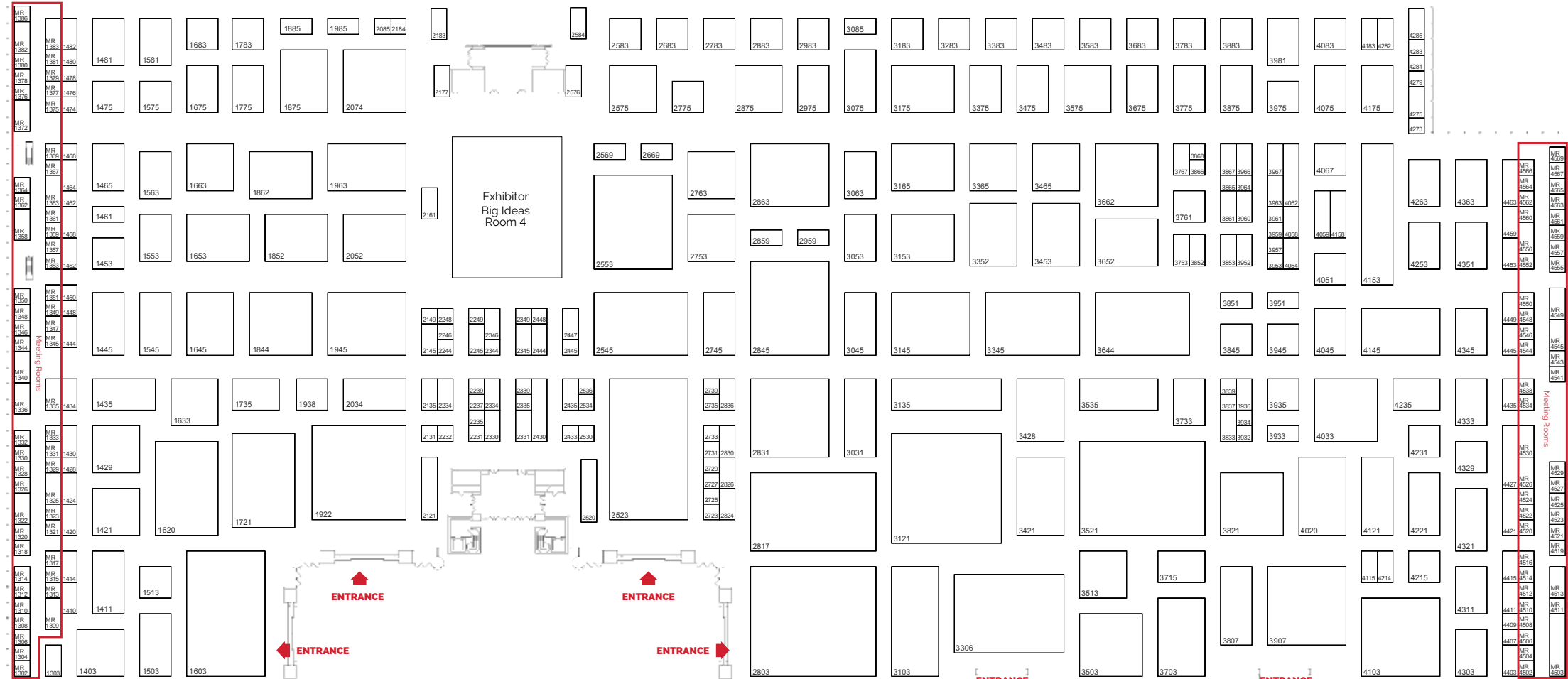
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