

ELEVATED

PERSPECTIVE



CONVENTION QUICK GUIDE

INSIDE:

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

Pick up the Full Convention Program Guide at any EXPO or session hall entrance or download the **NRF Show 2014** App for detailed Program and EXPO information.

Convention: January 12-15, 2014

EXPO: January 13-14

Jacob K. Javits Convention Center
New York City

www.nrf.com/annual14

#NRF14

WELCOME TO NRF'S 103RD ANNUAL CONVENTION & EXPO

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Pick up the Full Convention Program Guide at any EXPO entrance or download the **NRF Show 2014** App for detailed Program and EXPO information.

Access to Events WHAT YOUR BADGE COLOR MEANS

- Green - Attendee Full Conference
- Yellow - Exhibitor/Sponsor
- White - Contractor
- Orange - Press
(except where "No Press" is noted)



Access to
EVERYTHING
during
the show

- Red - Attendee EXPO Only
- Blue - Exhibitor Staff



Access to
EXPO ONLY
during
the show

GOOD TO KNOW

Convention Badge

Your event badge must be worn and visible at all times to participate. The Program Guide has full admission details.

Sponsored by SAP Retail

NRF Members Coca-Cola Happiness Lounge

NRF and all division members can relax and refresh in the lounge located on Level 4, Galleria.

Translation

All keynotes and breakout sessions will be translated into Spanish and Portuguese. Headsets are available in the International Lounge on Level 4, Galleria.

Lost and Found

Level 1, Room 1B 03-05



BLOG blog.nrf.com

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SESSION MATERIALS

www.nrf.com/annual14 or
www.nrf.com/sessionreplay

VIDEO PRESENTATION PACKAGE

www.nrf.com/sessionreplay
or Session Sales Desk

DOWNLOAD THE BIG SHOW MOBILE APP

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in App Store or Google Play or

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Use the Mobile App for:

- Session descriptions
- Session evaluations
- Speaker bios and photos
- Exhibitor and Sponsor descriptions
- Shuttle Information
- Hotel Information
- Hours of Service



SATURDAY & SUNDAY PROGRAM

www.nrf.com/annual14 | NRF 103rd Annual Convention & EXPO | January 12-15, 2014 | 1

MONDAY, JANUARY 13

TIME		EVENT	LOCATION	TRACK					PASS REQUIRED
6:45 AM-8:15 AM		10th Annual Sunrise Breakfast Sponsored by Gartner	Hall A, 1A 21-22						Pre-Registered Retailers
8:30 AM-9:00 AM		Keynote: NRF President & CEO's Update: Elevating Retail	Javits, North Hall						Full Conference Pass
9:00 AM-10:00 AM		Keynote: A Presidential Perspective	Javits, North Hall						Full Conference Pass
9:00 AM-6:30 PM		EXPO Open	EXPO, Level 1 & 3						All Passes
9:15 AM-10:00 AM		Innovating Analytics: Gaining a Competitive Advantage in a Customer-Driven World Sponsored by Forrester	Level 1 EXPO Hall, BIG Ideas Room 1	•					All Passes
		Closing the Consumer Expectation Gap: Enabling Mobile POS Sponsored by Zebra Technologies	Level 1 EXPO Hall, BIG Ideas Room 2	•					
		Rite Aid's Revolutionary Approach to Analyzing and Sharing BIG Data Sponsored by 1010data	Level 3 EXPO Hall, BIG Ideas Room 3		•				
		Digital Shopper Behavior in Today's Internet of Everything World Sponsored by Cisco	Level 3 EXPO Hall, BIG Ideas Room 4	•					
10:15 AM-10:45 AM		Omni-channel Personalization: Where is the Retail Industry Now and Where are They Going? Sponsored by Revionics, Inc.	Level 1 EXPO Hall, BIG Ideas Room 1		•				All Passes
		Do Mobile POS & Customer Shopping Apps Require Totally New Systems? Sponsored by PCMS	Level 1 EXPO Hall, BIG Ideas Room 2	•					
		How Retail is Driving Results with a Smarter Workforce Sponsored by IBM Corporation	Level 3 EXPO Hall, BIG Ideas Room 3	•					
		Kronos Sponsored Exhibitor BIG Idea Session Sponsored by Kronos Incorporated	Level 3 EXPO Hall, BIG Ideas Room 4						
10:15 AM-11:00 AM		How Relevance Can Get Your Brand Elected	Level 1 EXPO Hall, EXPO Stage		•				All Passes
10:30 AM-11:30 AM		Retail CIOs Reflect on Their Priorities and Emerging Technology Trends	Hall A, 1A 06-08						Full Conference Pass
		HGTV HOME: Bringing Inspiration and Education to Life at Retail	Hall A, 1A 10-14						
		Beyond Bricks: A Conversation about Merging Physical and Digital Retail with Warby Parker and Fast Company	Hall E, 1E 07-10						
		Global Powers of Retailing 2014	Hall E, 1E 12-16						
		First Look: 2014 Outlook for Digital Retail	Special Events Hall (IDMR)	•					
11:00 AM-11:45 AM		Innovate or Die, but Don't Die Innovating Sponsored by Lighthouse	Level 1 EXPO Hall, BIG Ideas Room 1		•				All Passes
		Security for Retailers Today: Technological Solutions for Today's Challenges Sponsored by Dunbar Armored, Inc.	Level 1 EXPO Hall, BIG Ideas Room 2	•					
		How Do You Successfully Price and Forecast NEW Products with No Sales History? Sponsored by First Insight	Level 3 EXPO Hall, BIG Ideas Room 3						
		Redefine Global Mobility Strategies to Improve the Customer Experience Sponsored by AirWatch	Level 3 EXPO Hall, BIG Ideas Room 4		•				
11:15 AM-12:00 PM		Decode+Create: Decoding Trends to Create Brand Traction	Level 1 EXPO Hall, EXPO Stage						All Passes
12:00 PM-1:45 PM		Retail Industry Awards Luncheon and Special Guest Presentation Sponsored by American Express Company	Javits, North Hall						Full Conference Pass
12:15 PM-1:00 PM		Connecting with Shoppers In-Store and Online: Fresh Insights from Eye-Tracking Research	Level 1 EXPO Hall, EXPO Stage						All Passes

A BRIEF GUIDE TO YOUR PASS

Full Conference Pass gets you into everything EXPO Pass gets you into activities listed as "ALL PASSES"



Technology Trends & Applications	
Store Experience	
Mobile Retailing	
Merchandising Strategies	
Marketing & Brand Management	
Global Strategies	
Digital Retail Innovation	

INSTAGRAM PHOTO CONTEST
Tag BIG Show photos with #nrf14
and enter to win a \$100 gift card.
www.nrf.com/annual14/photocontest

TUESDAY, JANUARY 14

TIME	EVENT	LOCATION	TRACK	PASS REQUIRED
8:30 AM-9:45 AM	Keynote: Optimism, Compassion and Joy: How Selling the Right Mindset Can Grow Your Brand Sponsored by SAP Retail	Javits, North Hall	Technology Trends & Applications Store Experience Mobile Retailing Merchandising Strategies Marketing & Brand Management Global Strategies Digital Retail Innovation	Full Conference Pass
9:00 AM-5:00 PM	EXPO Open	EXPO, Level 1 & 3		All Passes
9:15 AM-10:00 AM	Beyond Retail. Living in a Consumer's World Sponsored by Wipro Technologies	Level 1 EXPO Hall, BIG Ideas Room 1	•	All Passes
	Apparel RFID: Enhancing the Customer Experience Sponsored by Avery Dennison	Level 1 EXPO Hall, BIG Ideas Room 2	•	
	Real-Time Analysis of Customer In-Store Shopping Behavior: A Game Changer Sponsored by IBM Corporation	Level 3 EXPO Hall, BIG Ideas Room 3	•	•
	Detect, Connect, Engage: Enhance Your Customer Experience with Mobility Sponsored by Cisco	Level 3 EXPO Hall, BIG Ideas Room 4	•	•
10:00 AM-11:00 AM	Keynote: Beyond Borders: Retail Lessons in Global Expansion Sponsored by Deloitte LLP	Javits, North Hall		Full Conference Pass
10:15 AM-10:45 AM	The Power of 'Do': Analytics-Driven Assortment and Price Tuning Sponsored by Manthan Systems	Level 1 EXPO Hall, BIG Ideas Room 1	•	All Passes
	A Single Platform of Shared Commerce Merges Digital and Physical Channels Sponsored by OneView Commerce	Level 1 EXPO Hall, BIG Ideas Room 2	•	•
	Boost Loyalty and Outmaneuver Your Competitors with Social Powered Engagement Sponsored by Revionics, Inc.	Level 3 EXPO Hall, BIG Ideas Room 3	•	•
	Retail Moneyball: Creating World Champion Operations through Your Workforce Sponsored by Kronos Incorporated	Level 3 EXPO Hall, BIG Ideas Room 4		
11:00 AM-11:45 AM	Windows 8 Tablet POS: Why Less Really Is More Sponsored by Epicor Retail Solutions	Level 1 EXPO Hall, BIG Ideas Room 1	•	All Passes
	Compliance and Provisioning for ACA is Easier than You Think Sponsored by Ceridian HCM	Level 1 EXPO Hall, BIG Ideas Room 2	•	•
	Smarter Commerce — New Insights for Deepening the Brand Relationship Sponsored by IBM Corporation	Level 3 EXPO Hall, BIG Ideas Room 3	•	•
	Mobility Unlocks New Revenue Streams and Cuts Costs for Retailers Sponsored by AirWatch	Level 3 EXPO Hall, BIG Ideas Room 4	•	•
11:15 AM-12:00 PM	Future of Retail 2014: Trends to Act On	Level 1 EXPO Hall, EXPO Stage	•	All Passes
12:00 PM-1:00 PM	How to Advertise and Market Your Retail Business	Level 1 EXPO Hall, BIG Ideas Room 1	•	All Passes
12:15 PM-1:00 PM	Even Amazon Can't Do This...Yet	Level 1 EXPO Hall, EXPO Stage	•	All Passes
1:15 PM-2:00 PM	A Visual Journey of Retail Environments that Render Outstanding Customer Experience	Level 1 EXPO Hall, EXPO Stage	•	All Passes
1:15 PM-2:15 PM	Small is the Next Big Thing Sponsored by Scala Inc.	Level 1 EXPO Hall, BIG Ideas Room 1	•	All Passes
	Leveraging the Power of Mobile Commerce: Tips and Tricks for Integration Sponsored by Isis	Level 1 EXPO Hall, BIG Ideas Room 2	•	•
	The Role of Analytics Across the Entire Retail Supply Chain Sponsored by SAS Institute Inc.	Level 3 EXPO Hall, BIG Ideas Room 3	•	•
	Omnianalytics: Knowledge Is Good, Now How Can It Transform My Business? Sponsored by Cisco	Level 3 EXPO Hall, BIG Ideas Room 4	•	•
2:00 PM-3:00 PM	Mapping the Consumer Genome to Drive Profitable Growth in Retail Sponsored by Infosys Limited	Hall A, 1A 06-08	•	Full Conference Pass

A BRIEF GUIDE
TO YOUR PASS

Full Conference
Pass gets you into
everything

EXPO Pass gets you
into activities listed
as "ALL PASSES"

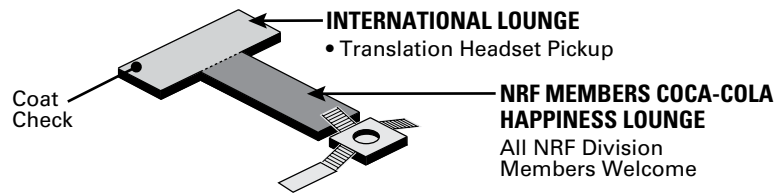
The *STORES Convention Daily*, a publication reviewing each day's program will be available Sun-Tues throughout the Convention Center.

The *STORES Convention Daily*, a publication reviewing each day's program will be available Sun-Tues throughout the Convention Center.

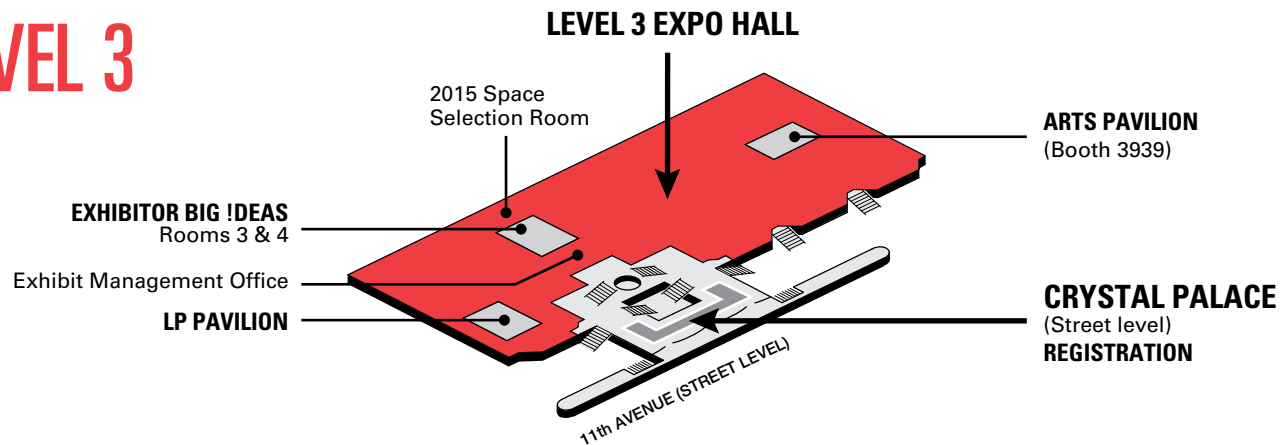
WEDNESDAY, JANUARY 15									
Keynote: Jack Dorsey: The Receipt, A Communication Channel									
NRF's BIG Fast Track Program: Retail's Rule Breakers — Celebrating Innovators Unsatisfied with the Status Quo									
Javits, North Hall									
Javits, North Hall									
Full Conference Pass									
Full Conference Pass									

JACOB K. JAVITS CONVENTION CENTER

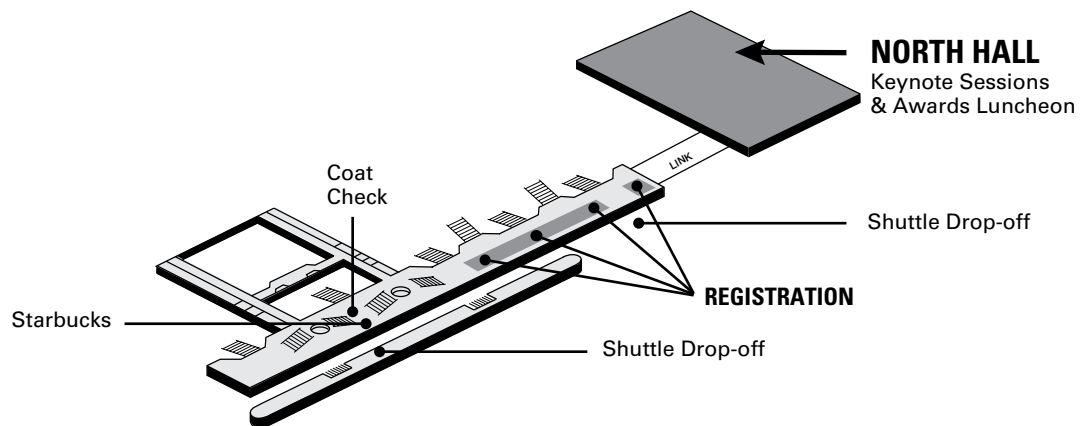
LEVEL 4 GALLERIA



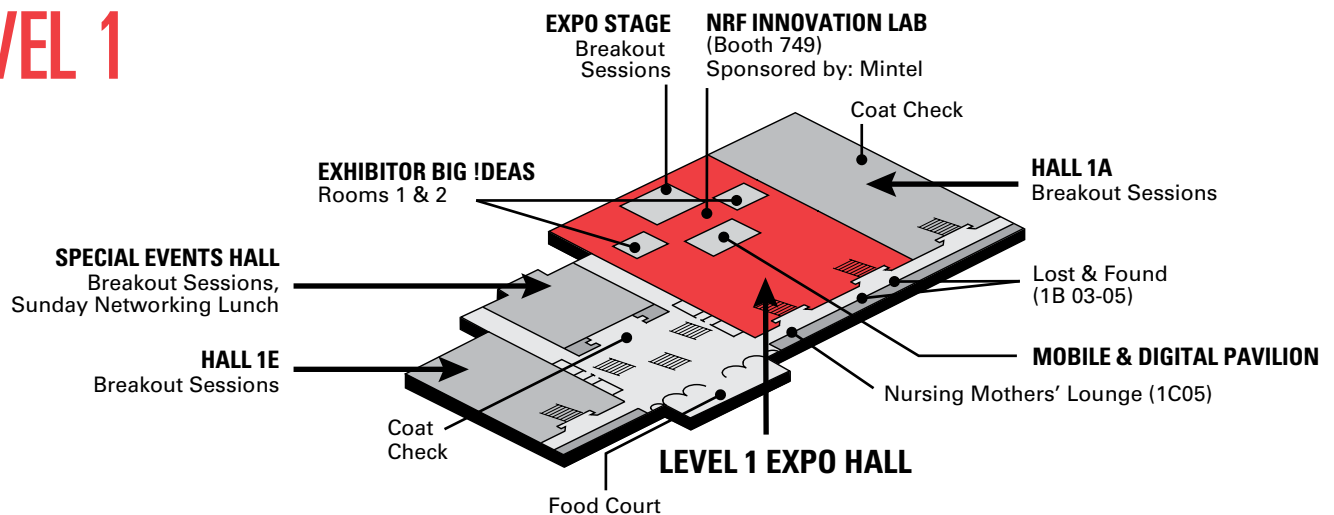
LEVEL 3



LEVEL 2



LEVEL 1



EXPO LEVEL 1

BOOTHS 100–1154

EXPO HOURS

January 13

EXPO: 9:00 AM–6:30 PM

January 14

EXPO: 9:00 AM–5:00 PM

EXPO Hall Happy Hours

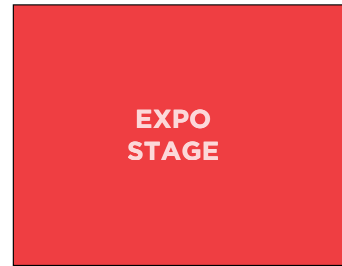
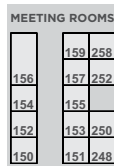
EXPO HALLS, LEVEL 1 & 3

Monday, January 13 | 5:30 PM–6:30 PM

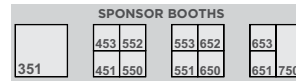
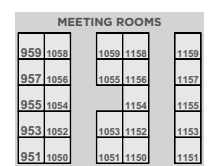
Sponsored by Conversocial, Inc., Fiberlink, an IBM company, NEC Corporation of America – Retail Solutions

Tuesday, January 14 | 4:15 PM–5:00 PM

Sponsored by Salesforce.com



NRF's
Innovation
Lab
Sponsored by
MINTEL



Exhibiting as.....Booth

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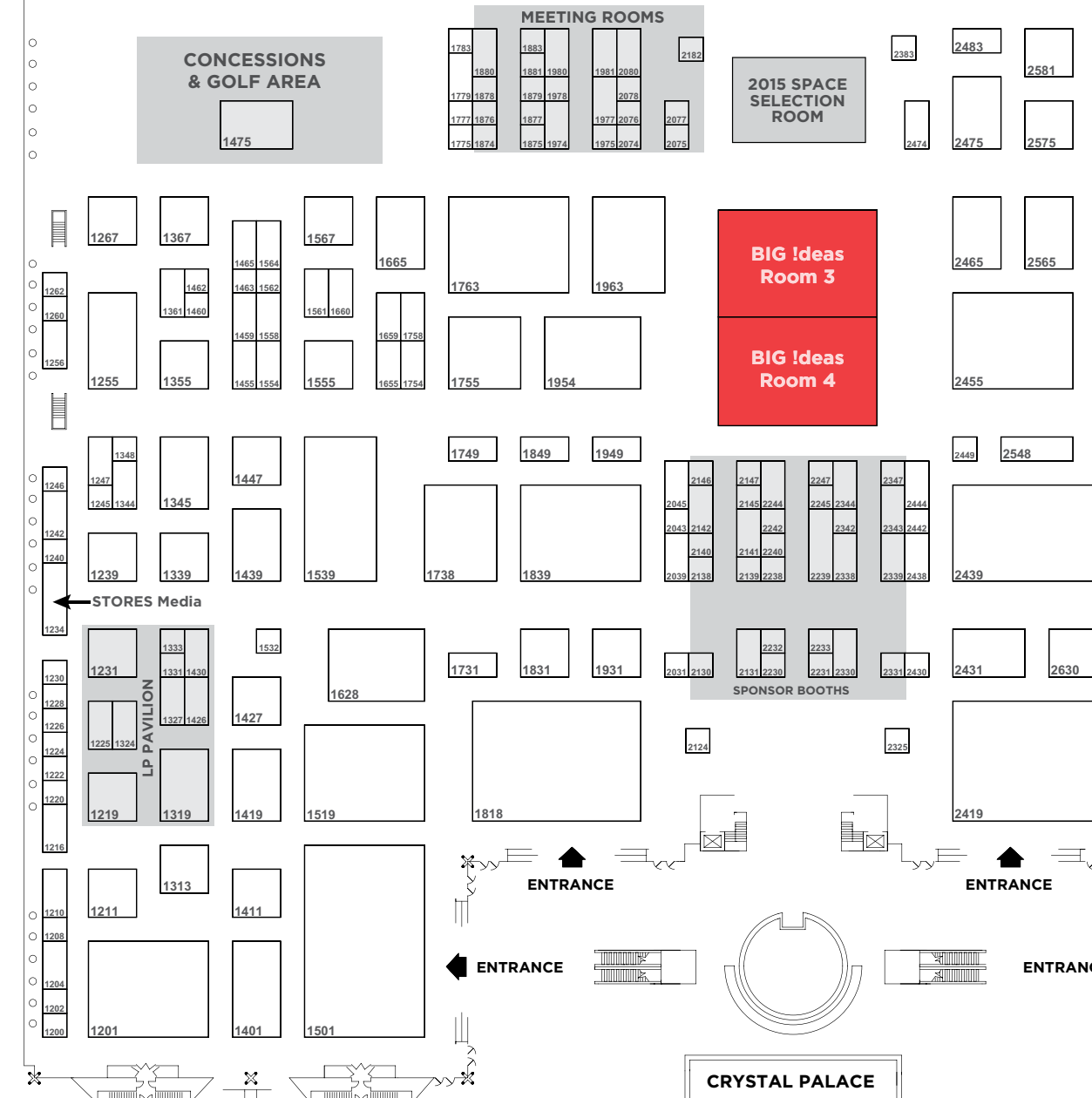
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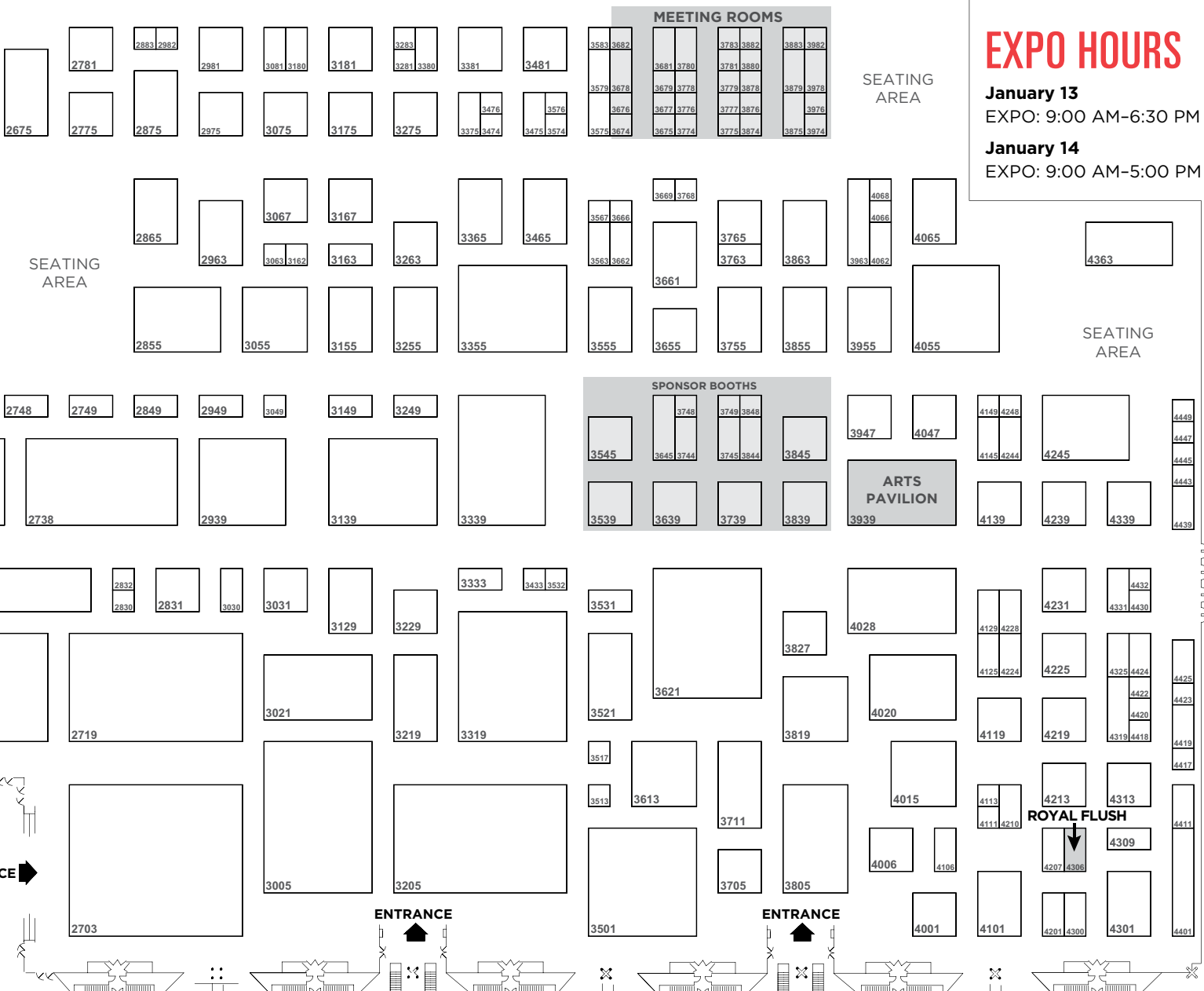
EXPO LEVEL 3

BOOTHS 1200-4449

Exhibiting as.....	Booth
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7thonline.....	2830
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AccuCode, Inc.....	2247
ACI Worldwide.....	3055
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EXPO HOURS

January 13

EXPO: 9:00 AM-6:30 PM

January 14

EXPO: 9:00 AM-5:00 PM

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