



## Now Open for Bookings - NRF 2024: Retail's Big Show Asia Pacific

SINGAPORE, 27 April, 2023 – [NRF 2024: Retail's Big Show Asia Pacific](#), the highly anticipated trade exhibition jointly organized by the National Retail Federation and Comexposium, is now open for sales and sponsorship opportunities. The event will take place June 11 – 13, 2024, at the Sands Expo and Convention Centre in Singapore. With a 14,560 sqm trade exhibition, the event is expected to draw thousands of retailers and business partners from across the region.

“NRF is expanding the footprint of Retail’s Big Show to Asia Pacific, one of the world’s fastest growing markets,” NRF President and CEO Matthew Shay said. “Retail’s Big Show Asia Pacific is an opportunity to feature innovations spanning the entire retail industry from the in-store experience, supply chain, loss prevention and asset protection to merchandising and immersive technologies.”

“We are happy to announce that the region is open for business and ready to embrace the energy and dynamism that the retail sector in Asia Pacific provides,” NRF 2024: Retail’s Big Show Asia Pacific Project Director Ryf Quail said. “The expo floor is now open for sponsorship and exhibitor bookings. Companies are encouraged to secure their spaces via the dedicated exhibitor booking form on the website or directly with a sales agent.”

NRF 2024: Retail’s Big Show Asia Pacific was first announced at NRF 2023: Retail’s Big Show in New York City and has since garnered the support of retailer associations from across the region namely Australia, Indonesia, Malaysia, New Zealand, Philippines, Singapore and Thailand.

“As the retail hub of Southeast Asia, Singapore provides a gateway to Asian markets in the region,” President of the Singapore Retailers Association Ernie Koh said. “We are expecting a significant presence from international and regional trade sellers and visitors from across the retail industry in the Asia Pacific region. We look forward to providing an optimal setting as we welcome international trade sellers to Singapore in 2024.”

Companies interested in gaining first-mover advantage are advised to [book directly here](#) or contact the nearest sales agent within their vicinity.

[Retail’s Big Show Asia Pacific](#) will complement [NRF Retail’s Big Show](#), which is held in January each year at the Javits Convention Center in New York City.

For more information, please refer to Annex 1 (Fact Sheet) or visit [nrfbigshowapac.com](http://nrfbigshowapac.com)

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**About NRF**

The National Retail Federation, the world's largest retail trade association, passionately advocates for the people, brands, policies and ideas that help retail succeed. From its headquarters in Washington, D.C., NRF empowers the industry that powers the economy. Retail is the nation's largest private-sector employer, contributing \$3.9 trillion to annual GDP and supporting one in four U.S. jobs – 52 million working Americans. For over a century, NRF has been a voice for every retailer and every retail job, educating, inspiring and communicating the powerful impact retail has on local communities and global economies. [nrf.com](http://nrf.com)

**About Comexposium**

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Comexposium is present in the retail sector with market-leading brands such as Paris Retail Week, Siec, Equipmag and One-to-one events in France, Franchise shows in the US, and ad.Tech and iMedia in Asia-Pacific.

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### **About Singapore Retailers Association (SRA)**

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The composition of its membership of about 530 reflects the diversity and vibrance of Singapore's retail industry - Fashion Apparel/& Accessories, Furniture and Furnishings, Electrical & Electronics, Watch & Accessories, Beauty & Wellness, Telecommunications, Specialty and Food Retail, Department Stores and Supermarket/Convenience Stores.


SRA is committed to furthering its cause and advancing the initiatives under the Retail ITM 2025 and the SRA Roadmap 2025 for the Retail Industry working in close partnership with retail stakeholders, government agencies, and trade associations to foster innovation, promote globalization, and drive business growth. [sra.org.sg](http://sra.org.sg)

**ANNEX 1:  
EXHIBITION & CONFERENCE: STATISTICS & INFORMATION**

<b>Show Title</b>	<b>NRF Retail Big Show Asia Pacific 2024</b>
<b>Show Theme</b>	<b>Fast Track Your Success</b>
<b>Date &amp; Time</b>	11 to 13 June 2024  10am to 6pm (11 – 12 June) & 10am to 5pm (13 June)
<b>Venue</b>	Marina Bay Sands Convention Centre, Level 1, Hall ABC
<b>Size</b>	14,560 sqm
<b>Attendees</b>	Approximately 5,000 (Trade and Business Professionals Only)
<b>Total No. of Exhibitors</b>	Over 200
<b>Exhibiting Supplier Brands</b>	Over 300 Local/Regional/Global Brands
<b>Exhibit Profile</b>	<p>Suppliers, entrepreneurs, small businesses, and brands with cool consumer facing products and looking to make their next breakthrough connections with large retailers in hopes of future partnerships.</p> <p>Exhibit Profile as follows:</p> <p><b>Accounting, Finance &amp; Banking</b></p> <p>Audit and Compliance/ Payment and Check Processing/ Currency Handling Equipment/ Finance/ Frictionless Payments/ Banking and Accounting Systems</p> <p><b>Big Data</b></p> <p>Data Processing/ In-Store Analytics/ Wi-Fi and Bluetooth Analytics/ Forecasting</p> <p><b>Consulting Services</b></p> <p>IT/Security/Supply Chain/Workforce</p> <p><b>Customer Service &amp; CRM</b></p> <p>AI Customer Service Solutions/ Call Centers/ Chatbots /CRM Marketing/ Customer Data Management/ Customer Insights and Analytics/ Customer Surveys/ Loyalty and Rewards/ Mobile Customer Solutions</p> <p><b>E Commerce</b></p> <p>AI Recommendations/ Mobile Solutions/ Multichannel/ Search Tools/ Performance/ Commerce Platform/Gateway</p>

<p><b>Exhibit Profile (cont'd)</b></p>	<p><b>Hardware</b></p> <p>Computer Equipment and Printers/ Digital Signage/ Interactive Displays/ Kiosks/ Robotics/ Touchscreen and View Data Communications/ Wearables and IoT/3D Printing</p> <p><b>Human Resources</b></p> <p>Employee Surveys/ Time Clocks / Time &amp; Attendance Systems/ Recruitment and Training Programs/ Learning Platforms and Systems/ Talent/Workforce Management/ Payroll/Labour Scheduling Systems</p> <p><b>In Store</b></p> <p>Endless Aisle/ Automated Checkout/ Barcode Scanning/ Click and Collect/ Clienteling/ Customer Insights and Analytics/ Electronic Shelf Systems/ In-Store Marketing/ POS Integrations/ Shelf Label Printing Systems/ Signs/Graphics/Fixtures/ Store Performance Analytics/ Task Management/ Traffic Counters/ Wayfinding and In-Door Navigation/ Wi-Fi and Bluetooth Analytics/ Wiring and Network Installation</p> <p><b>Immersive Technologies</b></p> <p>Augmented Reality/Virtual Reality/Mixed Reality</p> <p><b>Information Technology (IT)</b></p> <p>Business Intelligence/ Cloud Computing Services/ Computer Software Services/ Cybersecurity/ Data Analysis of Business Information/ Encryption and Data Protection/ Enterprise Resource Planning (ERP)/ Performance Analytics and Security/ Product Information Management/ Software Development/ Systems Integration/ Vendor Relationship Management/ Voice: Services: Wireline/Wireless/ Wiring and Network Installation/ Online/Cloud Security/ Meta and Web 3.0</p> <p><b>Marketing &amp; Communications</b></p> <p>Digital Experience Design and Development/ Personalization/ Store Communications/ Customer Engagement/ Voice - Wireline, Wireless/ PR / Campaign Management/ Content and Social Media Management/ Telecom/Video Equipment and Systems</p> <p><b>Merchandising</b></p> <p>Assortment / Category Management/Replenishment/ Barcode Scanning/ Forecasting/ Global Sourcing/ Merchandise Replenishment/ Order Fulfillment Systems/ Planning and Execution/ PLM and PDM/ Price, Promotion and Markdown/ Retail Revenue Optimization/ Supplier Relationship Manager/ Tags, Labels and Merchandising Aids</p>
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<p><b>Exhibit Profile (cont'd)</b></p>	<p><b>POS</b></p> <p>Hardware and Maintenance/ Installation/ Printers, Cash Drawers, Keyboards, Displays, Scanners and Associated Parts/ Software and Services/ Systems and Equipment</p> <p><b>Supply Chain</b></p> <p>Blockchain/ Distribution and Warehousing/ Fulfilment &amp; Replenishment Services/ Inventory Control Systems/ Replenishment Services/ Robotics, Automation, Drones/ Storage and Distribution/ Packaging/Delivery and Returns/ Drones/ Outsourcing Services/ Warehouse Management/Sustainability</p>
<p><b>Booth Reservations (Scan QR code to secure &amp; purchase preferred booth)</b></p>	
<p><b>Visitor Profile (By Title)</b></p>	<ul style="list-style-type: none"> <li>• C Suite</li> <li>• Senior Executive/SVP/EVP</li> <li>• Vice President</li> <li>• Senior Director</li> <li>• Director</li> <li>• Senior Manager</li> <li>• Manager</li> <li>• Analyst</li> <li>• Others</li> </ul>
<p><b>Retailer Profile (By Business Foundation)</b></p>	<ul style="list-style-type: none"> <li>• IT/Information/MIS</li> <li>• Business Development</li> <li>• Marketing/Sales</li> <li>• Operations/Retail Store Operations</li> <li>• Ecommerce/Digital</li> <li>• Consulting/Analytics/Research</li> <li>• Strategic Planning</li> <li>• Merchandising/Finance/Loss Prevention/Customer Service</li> <li>• Distribution/Supply Chain/Logistics</li> <li>• Others</li> </ul>

<p><b>Concurrent Activities:</b></p>	<p>Conferences &amp; Seminars, Networking, Retail Store/Shopping Tour, VIP Tour and many more</p> <ol style="list-style-type: none"> <li><b>1) Innovation Lab</b> The immersive exhibit showcases groundbreaking artificial intelligence, augmented reality, machine learning, facial recognition, robotics &amp; more. See how technology is enabling retail's transformation.</li> <li><b>2) Start-Up Zone</b> 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.</li> <li><b>3) Exhibitor Big Ideas</b> 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.</li> <li><b>4) Retail Store Tours</b> 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.</li> </ol>
<p><b>Conference Overview</b></p>	<ul style="list-style-type: none"> <li>• <b>Focus:</b> bringing thought leaders from top US and European retailers to conduct speaker sessions and interact with delegates through roundtables and fireside chats.</li> <li>• <b>Key Takeaways:</b> Hear from leading US and European brands on tech adoption and industry trends</li> <li>• <b>Intimate Settings:</b> To facilitate high-quality two-way dialogue is highly valued by SEA retailers</li> </ul> <p><a href="#">Click here</a> to inquire or indicate interest to participate in the conference.</p>
<p><b>Supporting Organizations (targeted)</b></p>	

	
<b>Organized by:</b>	Comexposium in partnership with National Retail Federation

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