

Exhibitor Big Ideas Session

Frequently Asked Questions

Deadlines:

Session and Speaker submissions due to NRF	Friday, September 18, 2026
Session titles considered final	Friday, December 18, 2026
Final Speaker submissions due to NRF	Monday, December 28, 2026
<i>Emergency session changes</i> – end date	Thursday, December 31, 2026

*Please note that changes cannot be made once team is onsite fulfilling

PPT presentations due

Day of session

- Must be brought onsite to the Big Ideas stage on external drive
- Please ensure that you use at least the first two slides; 2nd slide should be your logo only!
- Completed Session and Speaker Submission forms should be submitted via Map Your Show, no later than **Friday, September 18**
 - Submission links have been emailed to the listed point of contact
 - Session updates may also be submitted via the same link
 - You will have the opportunity to submit a maximum of 4 speakers (including your moderator), on one form.
- Speaker Submissions should be submitted via the same link, no later than **Monday, December 28**
- Session titles are considered **FINAL** by **Friday, December 18**
- PPT presentation (**template**) must be brought to the session room 15-minutes before session start time
 - Slides 1 & 2 are required
 - Slide 2 should display sponsor logo only; speaker logos should not be featured here
 - Freeman will not have access to your presentation prior to this hand-to-hand delivery
- We ask that you adhere to deadlines to ensure your session is successful and so that we can ensure your session can take place. If you feel you require an extension, please let me know so I can assist. Extensions must align with marketing deadlines and onsite travel.
 - **We cannot guarantee session changes beyond December 31, 2026**

Big Ideas Session Rooms/Stages (4 walls; built out room with doors):

- Theater seating for approximately 500
- Stages are equipped with a podium with mic and self-driven cordless clicker/slide advancer
- Stage set with 4 chairs, 2 side tables and podium
- Room is equipped with projector and screen
 - Projector (16:9)
 - Screen image size 7'6"H x 13'4"W

- Confidence monitor (which supports speaker notes) and count-down clock is at the bottom of the stage
- Laptops (PC ONLY) will be provided; bring your presentation on external drive 15-minutes before session start
 - *Mac users must bring their own equipment and connectors*
- AV Tech in the room
- Professional backdrop with show look and feel
- Teleprompters and closed captioning **NOT** Supported
- Virtual/Zoom/Teams speakers **NOT** supported

Rehearsal/Early Access to the Stage

- Due to tight turnaround times, rehearsals in the Big Ideas session rooms are not permitted
- You have the option of running through your presentation in the Big Ideas Workroom at Level 1, 1E17
 - Equipped with computer workstations and nearby technical support.
 - Excellent location for speakers to grab a cup of coffee and a quick snack
 - Receptionist will be checking speaker names against a master list.
 - Please refrain from using this space to host non-Big Ideas related meetings

Does NRF require the use of a PPT Template?

- NRF provides a required PPT Template for your session
 - **PPT Template**
 - Slides 1 and 2 are required. Feel free to use your own template as the body of the presentation.
 - Slide 2 should display sponsor logo only; speaker logos should not be featured here
- Presentation must be brought to the session room, 15-minutes prior to the start of the session
 - NRF does not collect these in advance

Who can attend my session?

- All badged attendees may attend your session
 - You may restrict press by sending a note to harkinsl@nrf.com
 - You may **not** restrict any other attendee from entering

How will I know who attended my session?

- Feel free to scan attendee badges from the inside of your Big Ideas session room.
 - You may rent lead retrieval units through the exhibitor kit in the ERC
 - 2 scanners are required but a maximum of 3 are allowed
 - Scanning outside the session rooms is strictly prohibited
 - NRF does not require pre-registration to specific sessions and will not scan on your behalf
 - Please inquire about what data is captured and how it is received from the lead retrieval company

Will my session be video recorded?

- NRF will record all Exhibitor Big Ideas sessions unless sponsor/speaker requests otherwise
- NRF will post all Big Ideas video recordings to the event website, post-session, unless you **opt-out**
 - If you need to opt-out, please send an email to Lisa Harkins (harkinsl@nrf.com), subject line: **Opt-Out**
- Box.com links to raw footage (audio and video only; no captured presentation) will be sent within 8-12 days, post-show.
 - You are free to use this footage in part or in whole, however you'd like; within reason as it relates to NRF Big Show brand/branding
 - This use may be revoked at any time based on speaker permissions or improper use of NRF branding

Anything else I should know about my session?

- Please plan to arrive 15-minutes before the session time to hand-off your final PPT presentation to the onsite Tech team in the rear of the room.
 - They will not have access to your presentation before this handoff
- Speakers will receive lavalier mics 15-minutes before session start
- NRF will not moderate or introduce your session. Please plan accordingly.
- NRF will not scan session attendees on your behalf
 - You will need to order scanners through the exhibitor services kit
 - There must be two people from sponsor company scanning inside the door
 - Inbound only; outbound scanning is strictly prohibited.
 - Scanning outside the Big Ideas room is strictly prohibited.
- Seat-drops are strictly prohibited. Instead, you may leave collateral on the table in the room, distribute hand-to-hand (on the way in ONLY) or invite attendees to your booth to pick up a special gift or handout.
 - Any collateral left in the rear of the room after your session ends will be promptly discarded before the start of the next session.

- If you choose to host audience Q&A, a member of your team will retrieve a cordless handheld microphone from the tech table, in order to field questions.

How will my speakers get registered?

- **DO NOT USE YOUR ALLOTMENT**
- NRF will register your speakers, up to 4; including your moderator, once Speaker forms with full contact details are provided via the session submission form linked earlier in the FAQs
 - Do not use placeholder information
 - Unverifiable information will be rejected and will cause a delay in processing your request
 - Retail speakers will receive an **All-Access badge** (full run of the house)
 - Non-retailers will receive Expo only; upgrades may be purchased if needed
- Speaker registration confirmations are sent on a rolling basis, directly to the email address you've provided for that speaker
 - Registration will open for speakers in early October.

How will my speakers get badges?

- Speakers must pickup their own badge onsite; ***NO Exceptions***
- They will go to any registration counter at the Javits or satellite registration location, show their government issued ID and individual barcode to retrieve their badge
 - Their registration confirmation bears their registration ID. This is not something that I can share with you. This is treated as sensitive information.
 - If your speaker wants to share that info, they must forward their registration confirmation to you.

Anything else I should know about my speakers?

- A Consent form will be sent to your speakers so that NRF can obtain your speaker's permission to promote their likeness on NRF's websites and marketing communications.
 - This consent is for NRF protections only. If your standard is to require consent from your speakers, you must still obtain permissions on behalf of your company
- Speakers should report to the Expo Stage, 15-minutes prior to the start of the session, to be mic'd and to hand off their final PPT presentation via external thumb drive

Anything else I should know about my session?

- All session and speaker changes must be submitted via the submission link above.
 - No exceptions will be made

- **We will no longer include speaker or speaker company names in session titles.**
We have found that schedules change and if a change happens after deadlines, and we can't update the title, it can lead to disappointed attendees.
 - Strictly enforced; be mindful of how you fashion your session title as it will be subject to approval

What are the room and stage limitations?

- Stage set with 4 chairs, 2 side tables and podium
- Confidence monitor; will show speaker notes
- You must bring your final presentation with you to the onsite session room, 15-minutes before your session start time.
 - This can be accomplished by bringing an external storage device or laptop/device with the presentation loaded to it
 - Tablets/iPads, etc must have the proper connection dongles
 - WiFi is NOT provided in the Big Ideas Theatres
- Laptops are provided but if you require a Mac, you must bring it and proper dongles/connectors with you 15-minutes prior to session start
- On-stage rehearsal times are not available
 - Feel free to run lines in the Big Ideas Workroom, Levels 1, 1E17

Your NRF Contacts

Sales-related questions and special requests must be addressed to Tami Sakell: sakellt@nrf.com

Sponsorship fulfillment requests should be sent directly to Libby Landen: landenl@nrf.com

Exhibit-related questions or requests go to Ian Blackwood: blackwoodi@nrfevents.com

Exhibitor Big Ideas sessions and speakers should be sent directly to Lisa Harkins: harkinsl@nrf.com

Food Innovation Zone sessions and speakers should be sent directly to Rachel Weintraub: weintraubr@nrf.com

Featured Stage sessions and speakers should be sent directly to April O'Brien: obriena@nrf.com