



Microsoft at NRF

January 12-14, 2020
New York City, NY

Sponsorship Opportunities

Microsoft at NRF 2020

Details

Retail's big show

The world's largest retail conference brings together more than 38,000 attendees and the top retailers worldwide.

Filled with a global audience and exhibitor base, NRF offers a strong marketplace for ideas and relationships.

A chance to forge new partnerships, try out best-in-class experiences, and learn from some of the biggest players transforming retail today. An event guaranteed to drive impact.

We invite you to join us in our booth January 12-14, 2020, where together we will bring to life the exciting ways Microsoft and its partner network are delivering on the promise of intelligent retail.

Data source, Microsoft and NRF 2019.

Attendees
38,000

Retailers
16,000

Countries
+99

Exhibitors
+800

Geography
75%_(Intl.) / **25%**_(US)

Almost a third
of attendees
have budgets
over
+\$250k

Top
retailers
80 of 100

Registered
journalists
+400

Microsoft at NRF 2020

Microsoft booth 2019

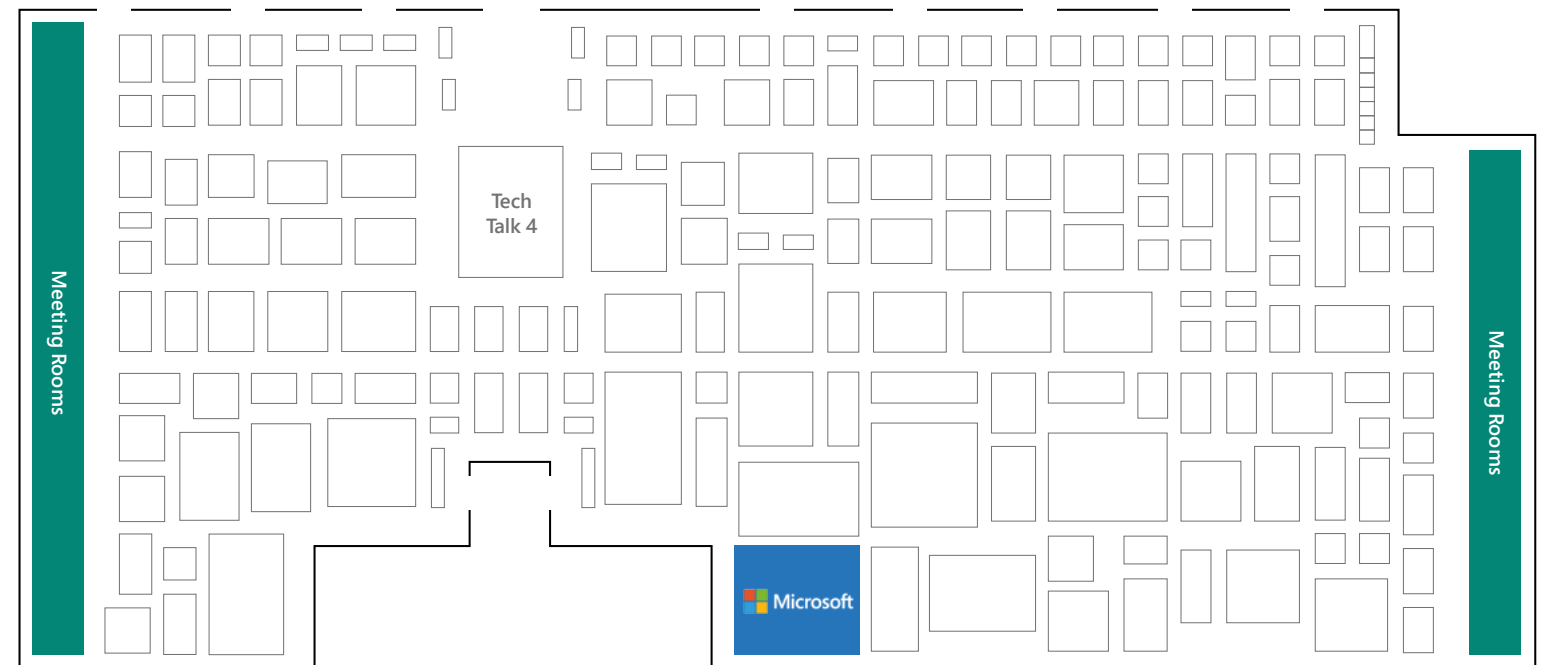
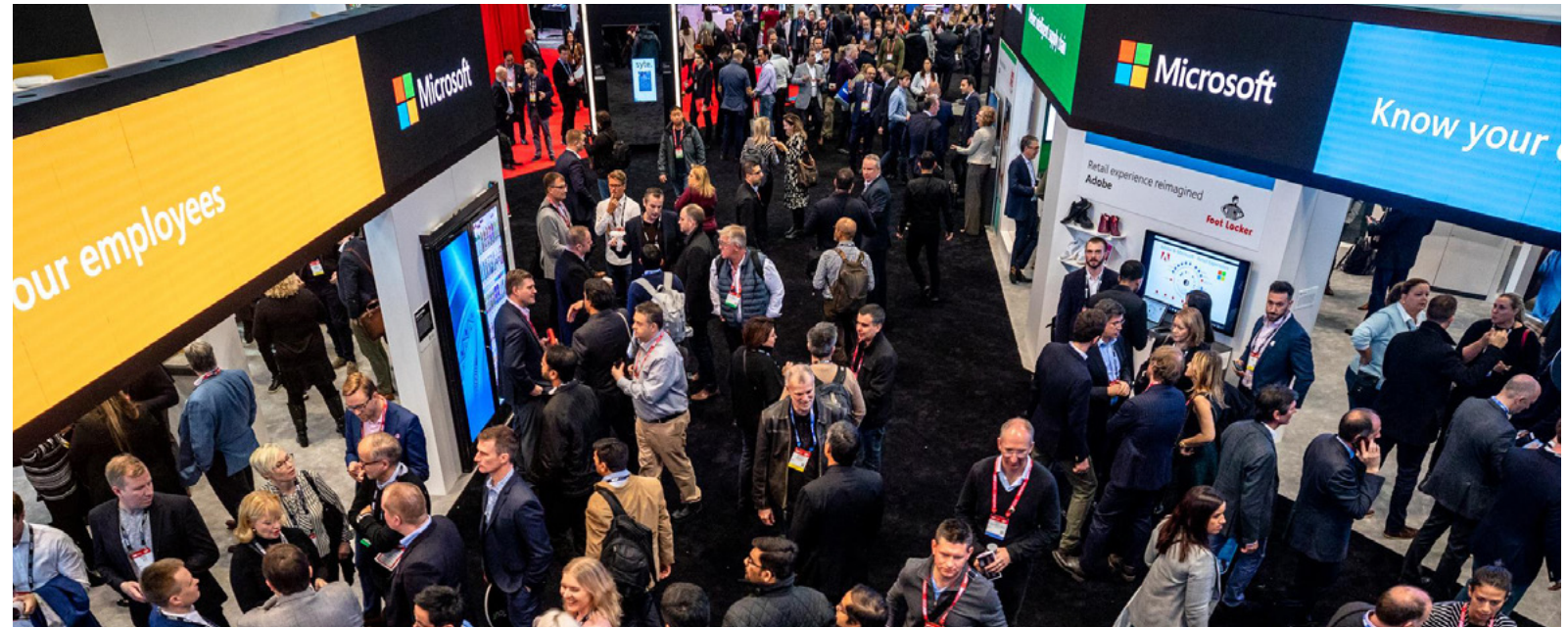
Enabling intelligent retail.

At NRF 2020, Microsoft will demonstrate its unique ability to enable intelligent retail that impacts partner's customers, employees and company information in four key areas:

- Getting to know your customer
- Delivering intelligent supply chain
- Empowering your employees
- Re-imagining retail

This year again the Microsoft booth will have a significant presence at the expo and will incorporate highly curated executive booth tours to ensure brand and solution amplification.

Microsoft booth is located at a premier location with heavy traffic flow from the main entrance to the expo floor.



Microsoft at NRF 2020

Benefits

Join the Microsoft booth and strengthen your company's presence at NRF 2020.

Elevate your solution

We highlight our core partner solutions built on the Microsoft Cloud Platform.

1

Associate with Microsoft

Together, Microsoft and partners can have impactful conversations with customers in the prime booth location.

2

Network

Strengthen your partner ecosystem via partner-to-partner connections.

3

Get noticed

Be one of the companies discovered by attendees. Last year, Microsoft hosted +350 tracked activities at NRF.

4

Partner with a global leader

We want to tell our story together, while also allowing you to distinguish yourself.

5

Microsoft at NRF 2020

Microsoft booth impact

By joining the Microsoft booth, your company will be able to access a high level of exposure amongst attendees, media and other participating companies.

Booth visitors

19,000

(average per day)

Dwell time

7:52mins

(average)

Booth tours

117

Social impressions

7.6M

PR coverage

291

Social engagement

+3,000

(likes, comments, shares)

* Data source: Microsoft and NRF 2019 Report.
Data as of January 2019.

Microsoft at NRF 2020

Sponsor opportunities details

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		Industry Spotlight \$60,000
Presence	Integration of solution into experiential and immersive in-store booth design (a/v, electrical, internet provided to support solution)	Yes
	Lead retrieval device and scan support	2
Access	Sponsor booth staff passes – provides access to keynote viewing area(s) and expo (meals not included)	3
	Ability to purchase additional passes	Yes
	Customer passes available (must support partner solutions)	Yes
Meetings & Content	30 minute meeting slots in Microsoft meeting rooms (dependent upon availability)	2
	Included in Microsoft narrative and booth tour journeys	Yes
	Microsoft spokesperson quote and @msretail social amplification of partner's NRF press release	Yes

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Sponsor opportunities details

(continued)

		Industry Spotlight \$60,000
Digital	Company logo and short description on Microsoft event landing page	Yes (150 characters)
	Inclusion in NRF mobile app and event website (company name)	Yes
	Social mentions (e.g. booth participation, news amplification, event activity, etc.)	2
Onsite	In booth signage	Yes
	Company listing on NRF onsite interactive maps and Program Guide	Yes
	Customer story highlighted in booth with pre-approval by Microsoft	Yes
	Microsoft supported press release with pre-approval from Microsoft PR	Yes
	Invited to onsite networking reception	3
	Customized post event partner impact report	Yes

Requirements for participation

- Partner must showcase an application(s) or services built on/integrated with Microsoft Cloud
- Partner application and/or practice aligns to specific Microsoft Retail solution and solution process and delivered on current Microsoft technology
- Provide five (5) customer references, and showcase how your solution is being used by each customer
- US local distribution and implementation capabilities
- Available for pre-day briefing of Microsoft WW Sales resources
- Provide staffing for entirety of show open hours
- Approved pitches by Microsoft



Your success is our goal

Thank you for your interest.

We invite you to join at the Microsoft booth at NRF 2020 to shape the discussions and progress in the field of retail.

To confirm your participation, or to talk with us in detail about your objectives at the event, please contact us at sponsor@microsoft.com.

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