



NRF '25 RETAIL'S
BIG SHOW

EUROPE

16 - 18 SEPTEMBER 2025 | PARIS

STARTUP HUB



ARE YOU AN INNOVATIVE YOUNG COMPANY?

THE STARTUP HUB NRF 2025 EUROPE BY LA RETAIL TECH IS FOR YOU.



NRF 2025: Retail's Big Show Europe, retail's most important event in Europe takes place in Paris from 16 – 18 September 2025.

The main challenges facing retailers and e-tailers will be the central themes of the show: Omnichannel Commerce, Store Fixtures & Fittings, Logistics, CSR, Marketplaces, New Payments, Agile Customer Journey and Data, without forgetting IA.

Retail innovations and trends will be discussed at inspiring conferences and "Exhibitor Big Ideas", as well as during the Awards ceremony.

In Pavilion 4, Startup Hub By La Retail Tech will showcase innovative retail solutions. The Pitch Competitions and successful collaborations presentations will energize the hub.



#NRFEUROPE



WHAT IS IT?

A space dedicated to innovative solutions from promising startups that are shaping the retail world of tomorrow.

- A Startup Hub
- A speaking area with a daily pitch program and live presentations of successful collaborations between you and your customers



WHY?

A unique opportunity to present your solutions as a startup and innovative company!

A veritable stage dedicated to Innovative Solutions, showcasing the entrepreneurial dynamism of the retail sector.



FOR WHOM?

Visitors looking for innovative business solutions:

- CEO, General Manager, E-Commerce Director
- Marketing Director
- Logistics Director
- Media

[Click here to \(re\)discover the 2024 Startups Village](#)

[Click here to watch the 2024 Paris Retail Week award-winning startup](#)

BENEFITS

- ✓ Exhibit at a European show at an **affordable price**
- ✓ Benefit from **special visibility** in the hub, with dedicated signage throughout the show
- ✓ Take part in a **pitch competition** organized by La Retail Tech and NRF Retail Awards
- ✓ Opportunity to **present “live” a successful 10-minute collaboration** with one of your customers (selection based on application)
- ✓ Media coverage: **18 media** outlets, including over **50 journalists** for the 2024 edition / Social networks / La Retail Tech’s network

Offer reserved for innovative young companies, less than 10 years old, with strong growth potential and annual sales not exceeding €1 million.

Limited to 60 start up max

SERVICES INCLUDED IN THE STARTUP PACK

SERVICE

Access to a private exhibitor area where you can manage your participation online 24/7:

- Registration in the official show catalog
- Unlimited access to Business Meetings
- 3 exhibitor badges
- 1 conference badge (€975)

VISIBILITY

Your company in the list of exhibitors :

- Presence on all show listings and floor plans
- Media visibility (access to the press service, distribution of your press releases on the website, promotion of your new products, media coverage)

TARGETING

Offer your customers the better experience : (top merchants / top advertisers with a profile of CEO, MD, e-commerce Director, Marketing Director or Logistics Director):

- A special welcome for your customers
- Invitation codes only for retailers

A Packaged offer

Pack Startup

€3,500 EXCL.TAX

La Retail Tech member rate

(for French companies only) :

€3,000 EXCL. TAX

A dedicated space

- ✦ An equipped booth around a central stage
- 🎤 The participation in a Pitch Contest
- 🤝 The opportunity to present “live” a successful collaboration with one of your clients
- 🏆 The possibility to participate in the NRF Retail Awards
- 📢 An unique media coverage



YOUR EXPERTS

EUROPE



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