

PARIS RETAIL WEEK BECOMES

NRF[®] '25 **RETAIL'S BIG SHOW**
EUROPE
16 - 18 SEPTEMBER 2025 | PARIS

**EUROPE'S
PREMIER RETAIL
GATHERING**

PARIS EXPO
PORTE DE VERSAILLES
PAV. 4 & 6

SALES DECK

PREVIEW

NRF '25 **RETAIL'S BIG SHOW**
EUROPE
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nrfbigshoweurope.com

**GET
READY ?**



- The first edition of Retail's most important event in Europe will take place in Paris from September 16 to 18, 2025.
- Paris Retail Week and NRF are joining forces to support retailers in addressing their business development challenges. This collaboration brings the best of both worlds to the market through a groundbreaking event of unmatched scale in Europe.
- Get inspired by Europe's top retail leaders in one of the world's most dynamic, consumer-driven markets. Retail professionals worldwide can experience three days of educational sessions and a comprehensive Expo showcasing the latest retail solutions. The event also features an Innovators Showcase and Startup Hub, highlighting breakthrough technologies in Europe's retail industry.

PARIS RETAIL WEEK
2024
KEY FIGURES



10,500 TOTAL ATTENDEES



4,500+ RETAIL PROFESSIONALS



380 EXHIBITORS



150 CONFERENCES & WORKSHOPS



45 STARTUPS



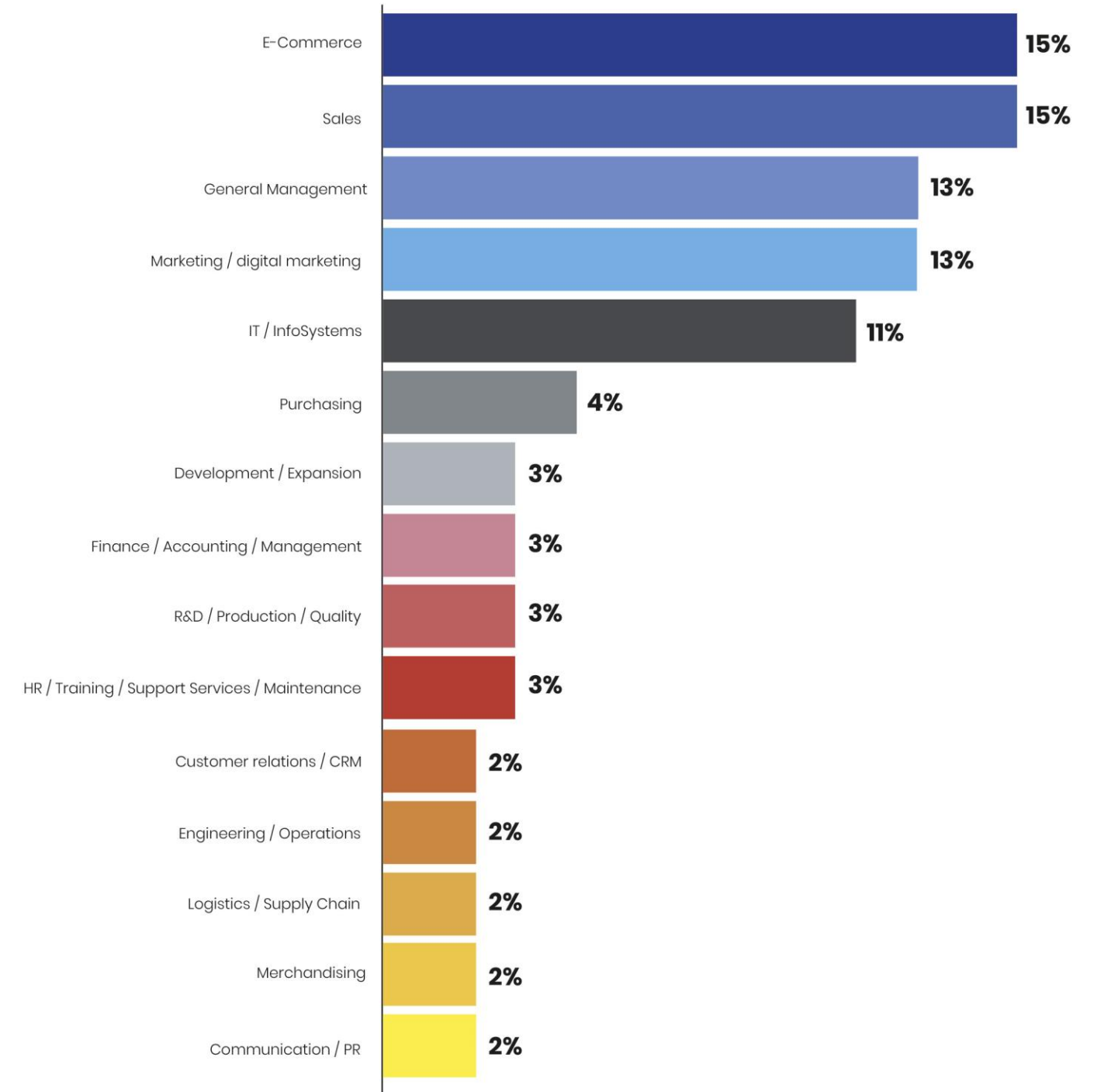
9 INNOVATION AWARDS

OPENING

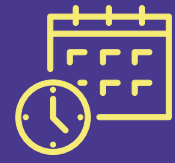


- 22%** Manager
- 19%** CEO/ President / Owner
- 17%** Director
- 11%** Project manager
- 7%** Officer
- 5%** Product manager
- 3%** Employee
- 3%** Consultant
- 2%** C-Level
- 11%** Other (including non respondents)

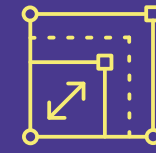
JOB FUNCTIONS



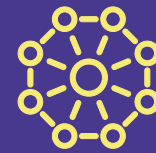
RETAIL'S WORLD WIDE SHOW PREPARE



3 DAYS



25,000 SQM



480 INTL EXHIBITORS



15,000 TOTAL ATTENDEES



7,000+ INTL RETAIL PROFESSIONALS



9 INNOVATION AWARDS

★ RETAIL'S INDUSTRY'S LARGEST MARKETPLACE ★

✓ CONTENT-RICH SESSIONS ✓

\$ COUNTLESS NETWORKING OPPORTUNITIES \$

DELEGATE PROFILE FROM ALL OVER EUROPE



BY FUNCTION :

- IT/Information/MIS
- Business Development
- Marketing/Sales
- Operations/Retail Store Operation
- Ecommerce/Digital
- Consulting/Analytics/Research
- Strategic Planning
- Merchandising/Finance/Customer Service
- Distribution/Supply Chain/Logistics
- Others

BY TITLE :

- C Suite
- Senior Executive/SVP/EVP
- Vice President
- Senior Director
- Director
- Senior Manager
- Manager
- Analyst
- Other

EXHIBITORS



Accounting, Finance & Banking



Consulting Services



Customer Service & CRM



E-commerce



Marketing & Communications



Human Resources



In Store



Supply Chain



Merchandising



Big Data



Immersive Technology



POS



Hardware



IT

EXPO

EXHIBITION FLOOR
INNOVATORS SHOWCASE
STARTUP HUB
EXHIBITOR BIG IDEAS

CONFERENCES & BREAKOUT SESSIONS

3 DAYS
10+ INDUSTRY TOPICS
70+ SESSIONS
100+ INTERNATIONAL SPEAKERS

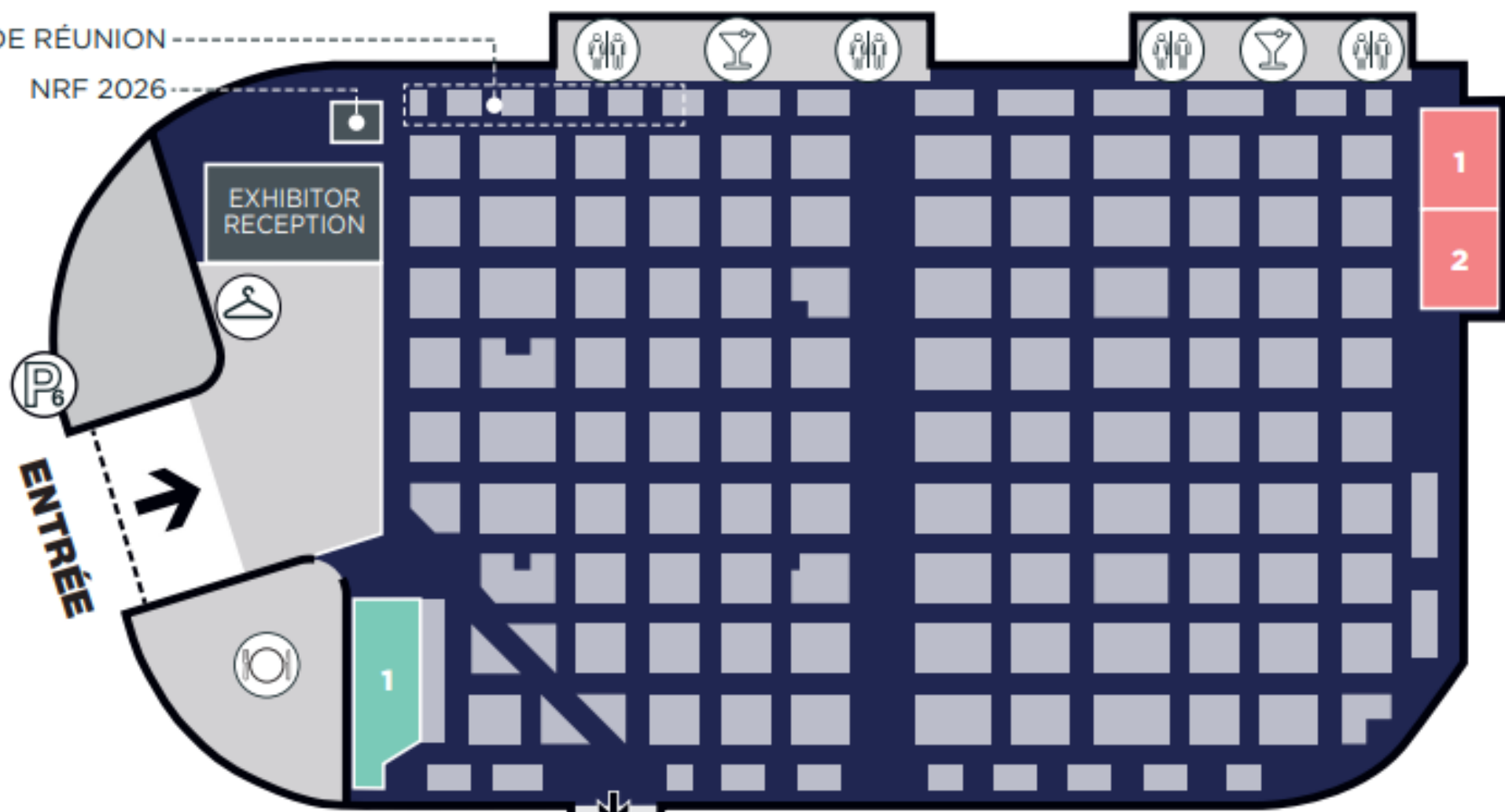
EXPO TOURS

2 TRACKS
3 TOURS PER DAY
24+ BOOTHS

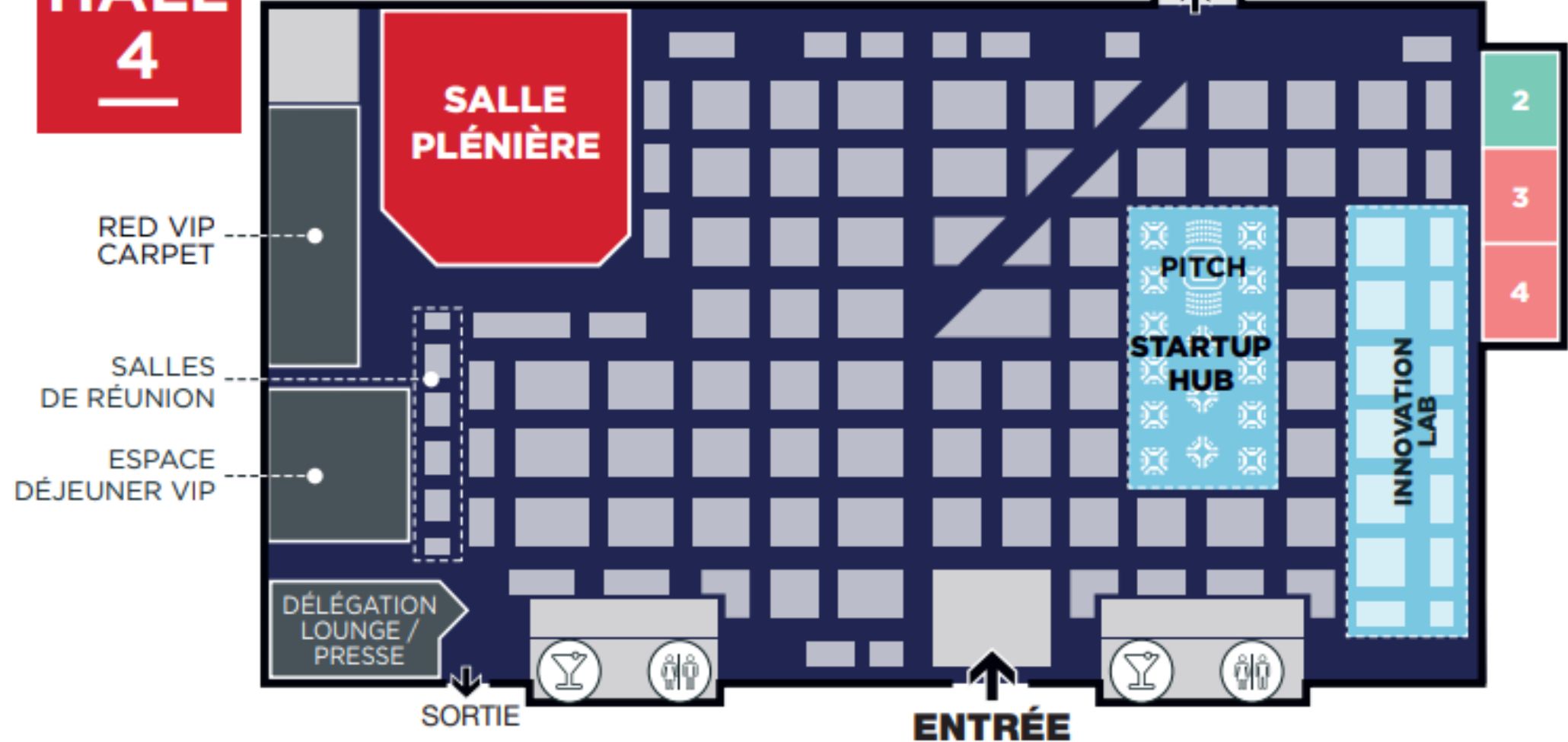
NEW RETAIL STORE TOURS **NEW**

3 THEMES
10+ STORE VISITS

SALLES DE RÉUNION
NRF 2026



HALL 4



Exhibitor big ideas
Conference rooms

Breakout Session

	Restaurant		Vestiaire
	Bar		Zone fumeur
	Toilettes		Espace repos



BRANDING

Take hold of exclusive high visibility branding opportunities such as essential attendee assets like event badge and lanyard, or favorite zones at the event. Stay in sight all the time, everywhere, and across all 3 days.



THOUGHT LEADERSHIP

The best ideas need to be explained. We believe you have unique propositions that deserve ALL the attention. Explore sponsorships like Exhibitor Big Ideas, Invite-only Luncheons, and more.



NETWORKING

Be the center of attention at attendee favorites such as the Parties, Happy hour, and more. Leverage on the high visibility and engagement on these platforms to reach new customers, generate leads and start new conversations.

WHY EXHIBIT?

ONE OF THE LARGEST AND MOST AWAITED RETAIL SHOWS IN EUROPE



Connect and collaborate with the brightest minds in retail



Co-located activities: Innovation lab, Startup zone, Exhibitor big ideas, Retail store tours



Expand your business by meeting retail domestic and international decision makers



Benefit from NRF's brand power and strength

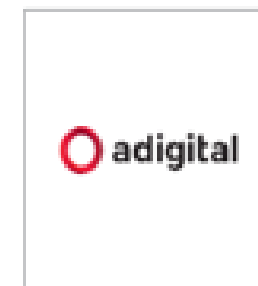
CURRENT PARTNERS



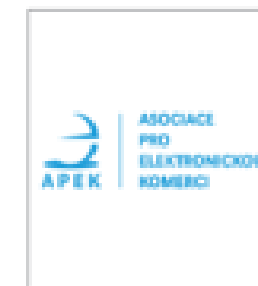
PORTUGAL



SPAIN



CZECH-REPUBLIC



BULGARIA



DENMARK



IRELAND



POLAND



LATVIA



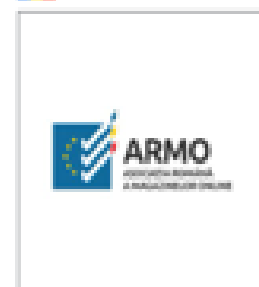
BOSNIA HERZEGOVINA



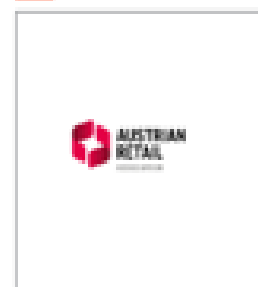
ESTONIA



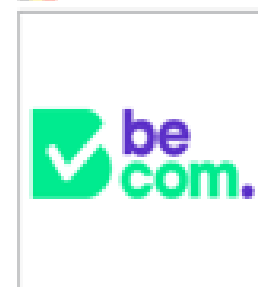
ROMANIA



AUSTRIA



BELGIUM



FRANCE



FINLAND



GREECE



SWITZERLAND



LUXEMBOURG

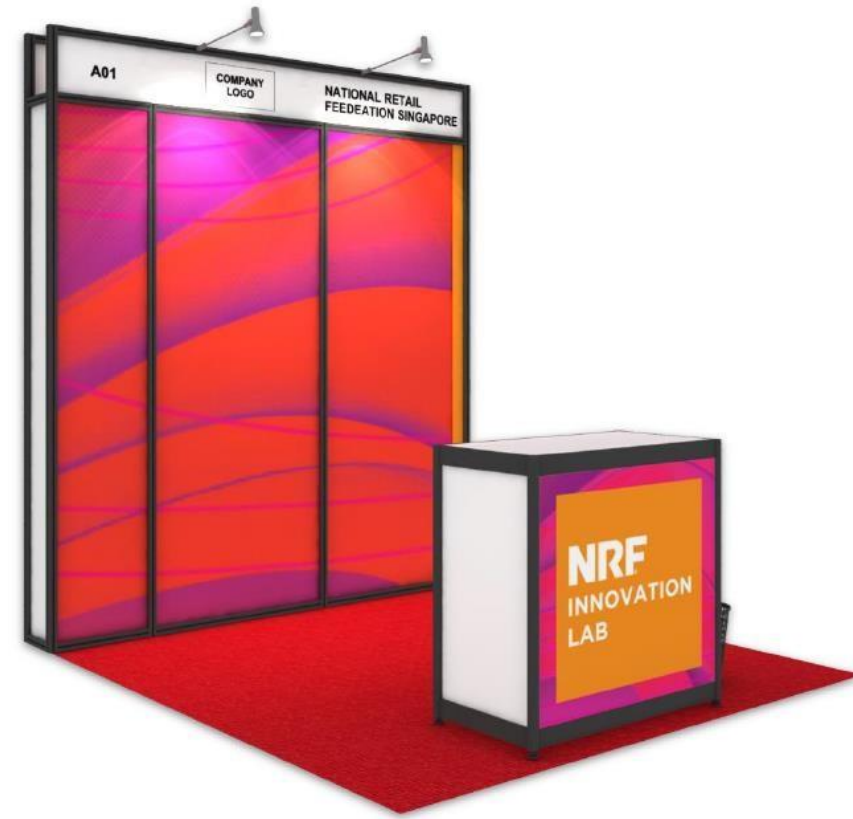


ITALY



SWEDEN

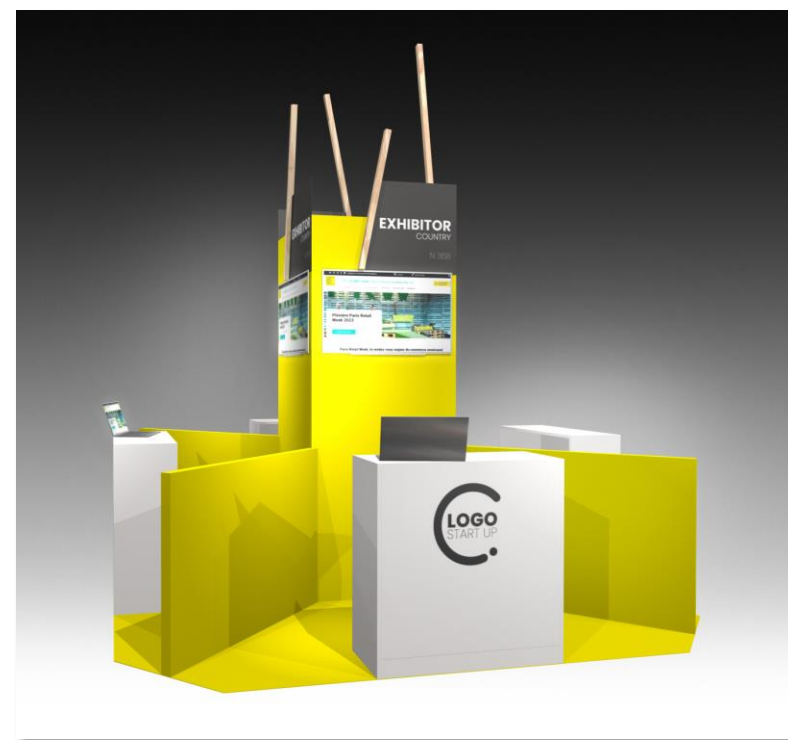




Innovators Showcase : €6,000 per booth

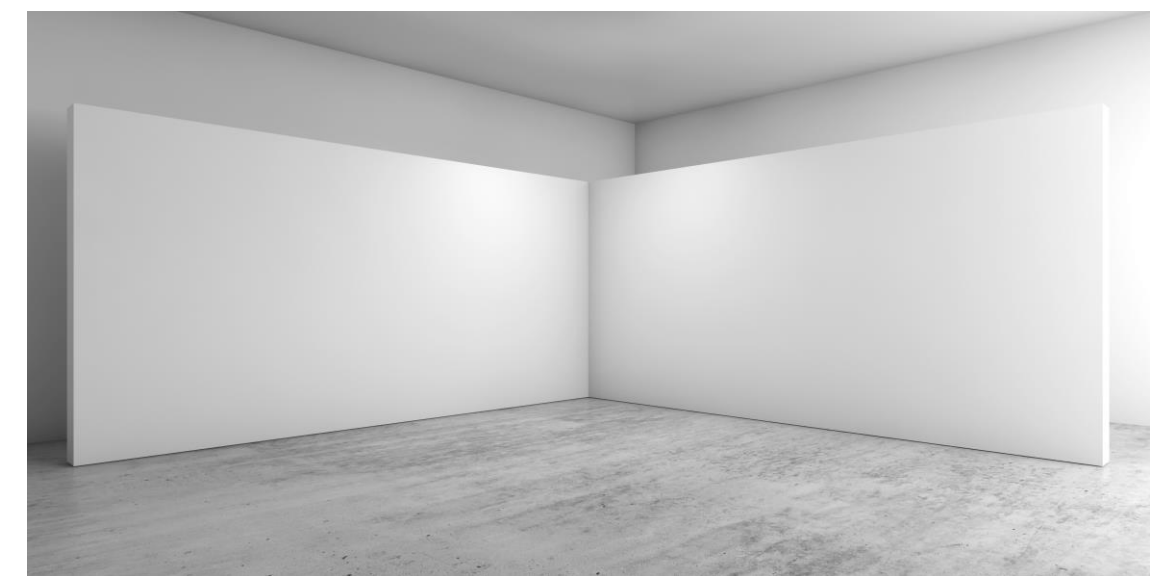


Shell Scheme : €1,100/sqm – min 9 sqm
Corner charges apply: 125 € /corner.



Startup Hub : €3,500/booth

**For companies founded in 2020 or later



Raw Space : €600/sqm – min 27 sqm
Build and Design. Be creative, appoint your contractor. Carpet not included.

YOUR EXPERTS



Sanae CHAKOUR

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THANK

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YOU