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# FREE PASS TO THE NRF EXPO

FOR RETAIL, VISUAL MERCHANDISE AND STORE DESIGN PROFESSIONALS



**NRF 100th ANNUAL CONVENTION & EXPO**

Jacob K. Javits Convention Center, New York City

Convention: January 9–12, 2011

EXPO: January 10–11, 2011

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**National Retail Federation®**  
*The Voice of Retail Worldwide*



# COMPLIMENTARY TICKET — A \$295 VALUE.

Congratulations retailers, store designers and visual merchandising professionals — this is your COMPLIMENTARY Pass to explore the NRF 100th Annual Convention EXPO Hall — your pass to explore innovative retail technologies, network with industry leaders and learn about ground-breaking solutions!



## This FREE EXPO Pass Gives You Access to:

- 170,000 sq ft EXPO Hall
- More than 500 solution providers
- Exhibitor-hosted Education
- Specialty Pavilions: Visual Merchandising, Customer Experience & Mobile, Digital & Outdoor Signage, IT Standards, Supply Chain Hub and more!

### REGISTER ONLINE TO ACTIVATE!

This pass entitles retailers, store designers and visual merchandising professionals complimentary entrance to the EXPO during regular EXPO hall hours, January 10–11, 2011. To take advantage of this offer, register online at [www.nrf.com/annual11](http://www.nrf.com/annual11). To register for the full conference and attend sessions and luncheons, please visit [www.nrf.com/annual11](http://www.nrf.com/annual11).

*Note: This pass may NOT be used by exhibitors and/or sponsoring companies for employee registration.*



### VISUAL MERCHANDISING PAVILION

This Pavilion will showcase new and inspiring merchandising ideas in an exclusive environment. You'll see the newest and most innovative products in store fixtures, shelving, lighting and more. Within the Pavilion, the DESiGN STUDIØ Stage will be front and center for education related to visual merchandising, store design and innovation. Learn more at [www.nrf.com/vmpavilion](http://www.nrf.com/vmpavilion).

EXPO: January 10–11, 2011 Jacob K. Javits Convention Center, New York City  
Monday, January 10 — 9:00 AM–6:30 PM  
Tuesday, January 11 — 9:00 AM–5:00 PM



**National Retail Federation**<sup>®</sup>  
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