2017 Retail Study Tour
14–17 January 2017, New York City

Retail’s BIG Show is still the only place where you can see and experience all things Retail. Enjoy a program of dinners, drinks and exclusive events.
Previous Retail Study Tour highlights

**Deloitte’s presence at NRF**

Deloitte has been a member of the National Retail Federation (NRF) since 1969 and a sponsor of its biggest conference – the annual convention and expo (“Retail’s BIG Show”) – for more than 25 years. As a platinum event sponsor, Deloitte takes the stage with chief executives from some of the world’s leading retailers, drawing an audience of over 5,000 to the keynote hall. This year we are developing more programming and content for our global clients, LCSPs and member firm leaders. We hope you can join us in NYC!

A full conference agenda is available on the event website.

Delegates experience first-hand the new technology that will be changing the retail scene in years to come.

The Retail Study Tour environment provides the opportunity for delegates to connect, collaborate and share insights as a group in a unique and valuable way.

**Exciting 2017 activities:**

- **Google Secret Venue**
  Select clients will have the opportunity to visit Google’s secret venue.

- **Macy’s Dinner**
  The opportunity to network with global retail executives at Macy’s flagship store on famous Herald Square – limited spaces available.

**Selection of Keynote speakers:**

- **The Sky is Not the Limit: Lessons From a Year in Space**
  U.S. astronaut and Expedition 46 Commander Scott Kelly reflects on his record-breaking year in space.

- **Undying Brand Engagement in an Age of Continuous Disruption and Reinvention – A Fireside Chat With Sir Richard Branson**
  Sir Richard will share his insights on inspiring deep brand affinity, fostering business agility, and keeping his finger on the pulse of innovation and disruption.

- **From Data to Delight: An Insight-Driven Revolution of the In-Store Experience**
  Join us as we explore the linkage between emerging customer insights and in-store customer delight.

Contact Lesley Carstens: lcarstens@deloitte.com.au
The NRF Big Show 2017

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33,000 attendees | 510 exhibitors | 300 speakers | 118 sponsors

Deloitte NRF conference highlights:

Opening Night Reception
Saturday, January 14
Exclusive opening night function with a welcome and key speaker

Keynote address: From Data to Delight, An Insight-driven Revolution of the In-Store Experience
Sunday, January 15, 2017, 9:30–10:15 am
Rod Sides, Deloitte’s U.S. retail, wholesale and distribution sector leader, will co-present a keynote entitled “From Data to Delight: An Insight-Driven Revolution of the In-store Experience” in North Hall. He will be joined by Mike Mauler, President of GameStop International and Vitamin Shoppe CEO, Colin Watts.

Spotlight Session: Economics and the Global Consumer
Monday, January 16, 2017, 2:30–3:00 pm
Dr. Ira Kalish, Deloitte’s Chief Global Economist, will share insights from Deloitte’s 20th annual “Global Powers of Retailing” report. He will provide a global economic outlook, forecasting which trends like globalisation, deflation and commodity prices will impact retail growth and disruption over the next 12 months.

NRF Floor Tours
Sunday and Monday, January 15 & 16, 2017
Based on positive reviews, Deloitte will continue to lead curated floor tours of NRF’s vast exhibition hall. Tours will provide clients with a tailored view of the latest trends and technologies impacting retailers, while showcasing Deloitte as a trusted advisor that provides valuable insights to the sector.

Retail Global NRF Exclusive Meet Up - Panel Cocktail Event
Monday, January 16
Further details to be confirmed

Additional global programming (Limited spaces available):

Master Class: Retail Disruption
Tuesday January 17, 2017 | New York Deloitte Office
We are planning a highly innovative session focused on disruption in retail and the power of exponential technologies to respond. We will have expert speakers on artificial intelligence, crowd-sourcing and our new alliance with Apple.

Google Secret Venue
Sunday, January 15, 2017 | Google secret venue
Select clients will have the opportunity to visit Google’s secret venue.

Macy’s Dinner
Monday, January 16, 2017 | Stella Trattoria
Opportunity to network with global retail executives at Macy’s flagship store on famous Herald Square.

Contact Lesley Carstens:
lcarstens@deloitte.com.au

Conference details and tickets

The three day event offers unparalleled education, collegial networking with 33,000 of your newest friends, and an enormous EXPO Hall full of technologies and solutions.

It is still the only place where you can see and experience all things retail.

The Big Show will take place from Sunday 15th–Tuesday 17th January.

We will kick off the day before with our Opening Night Reception on Saturday 14th January.

For more information on purchasing conference passes, booking preferred hotels and seeing a complete list of speakers and vendors, contact lcarstens@deloitte.com.au or visit NRF’s website http://nrfbigshow.nrf.com
# 2017 NRF Retail Study Tour event registration form

Retail’s BIG Show is still the only place where you can see and experience all things Retail. Enjoy a program of dinners, drinks and exclusive events.

**City:** New York City, USA  
**Conference:** The NRF Big Show  
**Venue:** Jacob K Javits Convention Centre, NYC  
**Date:** 14–17 January, 2017  
**Time:** 8:30am–late

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Terms and conditions apply. To register, you must be a retailer. Deloitte and the National Retail Federation (NRF) define a retailer as a company whose core business is to sell tangible consumer goods directly to the end consumer via storefront, catalogue, television or online. Chain restaurants are included in this definition. The company must own the merchandise it sells. Companies primarily engaged in the sale of goods or services to businesses (whether at wholesale or retail) are not considered retailers.
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