

market

A NEWSLETTER FOR JAVITS CENTER CUSTOMERS



99 Nations Represented at NRF 2018

February 2018

The National Retail Federation's Big Show stormed into the Javits Center in early January, bringing many of the world's top brands and the latest trends in business, technology and retail.

With more than 36,000 attendees this year, this business-focused event is one of the largest events in New York and attracted visitors from 99 countries including Brazil, Canada, France, United Kingdom, Mexico, Germany, Japan, Republic of Korea, Italy and Sweden, according to event organizers. Attendees brought a wide variety of experience, but the top three industries included technology, business development and sales and marketing.

The busiest exhibit was DOMO's booth with nearly 12,000 people walking by, but visitors spent the most time at Oracle + Bronto's booth, event organizers said. There were four different settings for sessions at the event, each with a different seating capacity:

- Keynote Session: Rock star entrepreneurs and the next generation of retail;

- Featured Stage Session: Alibaba and the future of retail;
- Exhibitor Big Ideas Session: How artificial intelligence is revolutionizing in-store operations and merchandising; and
- Concurrent Session: Retail trend watch: Inspiration beyond Amazon for transformation.

With more than 500 educational sessions, attendees had lots of choices to hear from business leaders throughout the world and learn more about the latest trends and innovations. Some of the hottest retail topics that dominated the halls were artificial intelligence, digital transformation, robotics and enhancing the consumer experience on multiple levels.

