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NRF announces new format, theme and timing for NRF 2021: Retail's Big Show

For immediate release

July 9, 2020

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WASHINGTON, July 9, 2020 – The National Retail Federation announced today its annual exposition and conference will take place in-person at the Jacob Javits Convention Center in New York City June 6-8, 2021. In addition, NRF is hosting a virtual event January 12-14, 19 and 21-22, 2021. Both events will feature the theme “Forward Together.”

“The health and safety of our team, industry partners and global attendees is our number one priority. Given the understandable concerns among all of our stakeholders regarding the availability and effectiveness of treatments or a vaccine for the coronavirus, we have concluded it is not feasible to maintain our original schedule of an in-

person January 2021 trade show, and have decided to reimagine the NRF 2021 annual meeting and convention,” said NRF President and CEO Matthew Shay.

NRF received unanimous support from its major exhibitors, sponsors and partners regarding the decision to move the “in-person” exposition and conference to June 2021. The June exposition and conference will include self-guided store tours, expo tours, membership and red carpet lounges, workshops and social events both on and off the show floor in New York City. The January 2021 virtual event will be hosted entirely online, and feature robust content combined with a digital exposition.

“For over 100 years, NRF’s annual convention has been the biggest, best and most impactful event that convenes industry leaders to exchange visionary ideas, build partnerships and experience new technologies. In 2021, we are able to double down on our efforts to explore an exciting future for retail with two unique events,” said Shay. “This is the time for creative and practical ideas that will shape retail’s future, and these are the events that will showcase those ideas with our visionary and innovative retail leaders and industry partners as we chart the path forward together.”

About NRF

The National Retail Federation, the world’s largest retail trade association, passionately advocates for the people, brands, policies and ideas that help retail thrive. From its headquarters in Washington, D.C., NRF empowers the industry that powers the economy. Retail is the nation’s largest private-sector employer, contributing \$3.9 trillion to annual GDP and supporting one in four U.S. jobs — 52 million working Americans. For over a century, NRF has been a voice for every retailer and every retail job, educating, inspiring and communicating the powerful impact retail has on local communities and global economies.

[NRF 2021, Retail's BIG Show](#)

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