

NRF 2026: Retail's Big Show

Justification letter

Dear [Manager's name],

I'd like to request approval to attend NRF 2026: Retail's Big Show, taking place ~~January~~ 11-13 in ~~NYC~~. This event is the largest and most influential gathering in the retail industry and attending would provide significant value to both my professional development and our team's strategic goals.

Reasons to prioritize NRF 2026:

- **~~Make Priceless Connections~~**
NRF brings together thousands of retail professionals, solution providers, and potential partners. The networking opportunities — through peer events, curated meetups and the ~~Expo~~ are invaluable for building relationships that drive innovation and collaboration.
- **~~Gain Practical Education~~**
The event features inspiring speakers, data-driven insights and hands-on workshops. I'll return with actionable strategies, tools and "a-ha" ~~moments~~ that can be immediately applied to our initiatives.
- **~~Explore Futuristic Solutions~~**
The Expo showcases cutting-edge technologies and visionary partners. It's a chance to see the roadmap to the ~~"Next Now"~~ and evaluate solutions that can elevate our customer experience and operational efficiency.
- **New for 2026: The AI Stage**
NRF is introducing the **AI Stage**, open to all retail attendees with an All-Access Pass. These sessions will deliver actionable insights into integrating AI, agentic AI and emerging technologies into business strategies that are critical areas for our team as we explore new capabilities.

Attending NRF 2026 will help me bring back fresh ideas, new connections and practical solutions that align with our goals for the year ahead. I'm happy to share a summary and key takeaways with the team after the event.

Please let me know if you have any questions or need additional information. Thank you for considering this request.

Best regards,
[Your Name]
[Your Title]