



NRF NXT RETAILER REGISTRATION GUIDE

**This registration platform is exclusively for retailers attending NRF NXT as sponsors. The platform allows you to enter all your registrations for recruiters, mentors, speakers and guests, add/remove team members and send confirmation emails all in one place.*

If you are a RCC or Gold sponsor, your Big Show pass request must be submitted directly to Samantha LaManna via email (lamannas@nrf.com).

Login

- Use the following link to login to your Retail Group. [Retail Group Login](#)
- Enter your credentials to get started.

A screenshot of the "Retail Group Login" form. At the top, it says "Retail Group Login" in bold. Below that, a red asterisk indicates required fields. The form contains two input fields: "Username" and "Password". The "Password" field has a red error message "PASSWORD IS REQUIRED" below it. There is a "Show Password" checkbox and a "Login" button. At the bottom, there is a link for "Forgot your password?".

Retail Group Login

* Indicates required fields.

Please enter the username and password, then click "Login".

* Username

* Password

PASSWORD IS REQUIRED

☐ Show Password

Login

Forgot your password? [Click here](#) To have your password sent to the email address that we have on file for your company.

Contact Creation

- This step is for the lead contact of the group – **filling out this step does not serve as a registration for the event. If you (as the lead contact) plan to attend the event, you must add yourself as a registrant when adding in all your company representatives in the next step.**
- Complete all required fields.



GROUP / GROUP ▾ Cart

Dashboard

Contact Profile

Please complete the following fields.

* Indicates required fields.

* First Name GROUP	* Last Name CONTACTS
* Company GROUP CONTACT	* Address 123 NY AVE
* Postal Code 10001	* City New York
* State/Province New York ▾	* Country United States ▾
* Phone Number 0000000000	
* Email GROUP213221@GROUP.COM	Email CC

Please fill this out if you would like an additional email connected to communications regarding Student Program registration

*If you are planning to attend the event, please add yourself as a registrant when adding in your group.

[Save →](#)

Dashboard (landing page after contact is assigned)

GROUP / GROUP ▾ Cart

Dashboard

Welcome to your Dashboard for NRF Student Program 2026. From here you may register/manage your recruiters, mentors, speakers and guests.

Manage Group [Add/Edit Personnel →](#)

Contact Profile
GROUP CONTACTS [Edit →](#)

Click **Manage Group** to add registrants and manage your group.

Click **Contact Profile** to update contact information.

Group Summary page:

1. **Dashboard** – return to your group’s landing page.
2. **Add New Person** – Expand the section and begin registering group members one at a time.
3. **Export Personnel** – Follow steps on how to export the list of your team members in excel.
4. **+ (including the 4-digit number)** – Click on the + button and number to edit information for that registrant.



GROUP / GROUP ▾ 

1  Dashboard

Group Summary

This registration platform is exclusively for the NRF Foundation Student Program. If you are a RCC or Gold sponsor, your Big Show pass request must be submitted directly to Samantha LaManna via email (lamannas@nrf.com).

▶ Add New Person 2

▶ Export Personnel 3

▶ Filter

Results Total: 4

☐ Send All Confirmations
 ☒ Include Contact

Edit	First Name	Last Name	Company	Registration	Registration Type
1079	4	Ment	Mentee	Registration Completed ▾ ✕	Mentor
1080	Rebecca	Recruit	Recruits	Registration Completed ▾ ✕	Student Program Recruiting Team
1081	Sammy	Speaks	Speaking Co.	Registration Completed ▾ ✕	Speaker
1082	Gina	Guestino	Guesty	Registration Completed ▾ ✕	Guest

To Register as the Group Contact:

- Find your name located in the Group Summary.
- Click “Register”.
- Complete the required fields and demographic questions. Select a registration type.
- Click “Update” when completed.

▶ Add New Person

▶ Export Personnel

▶ Filter

Results Total: 1

☐ Send All Confirmations
 ☒ Include Contact

Note: If you would like to send a confirmation to a specific individual only, you can expand their details below and click the send confirmation button for that person.

Edit	First Name	Last Name	Company	Registration	Registration Type
1119	RETAILGROUP	CONTACT	RETAIL GROUP		



Add New Person (to register):

- Expand the section to register each individual one at a time.
- Select the registration type for individual. **You must select a registration type before continuing.**
 - **ME (Mentor):** People who will be participating in the Executive Mentor Experience on Saturday, January 9 from 8:15am – 11:00am. Please refer to your sponsorship agreement for your number of mentors. If a person falls into Guest or Recruiting categories, please prioritize listing them as a mentor.
 - **SPK (Speaker):** People who are speaking at the event on the main stage or in the tech/supply chain breakouts. If a person is a speaker and a mentor, please prioritize listing them as a speaker.
 - **STSP (Recruiting Team):** Recruiters and talent acquisition team members who will be attending the event.
 - **G (Guest):** these individuals are anyone else you are bringing along to the event who doesn't fall into the categories above.
- Fill out all required fields and demographic questions. Email must be the business email of the registrant.
- Click "Add" when complete.
- **The deadline to finalize your group is December 18, 2026.**

Add New Person

Please complete the following fields to register the representatives from your company that will be attending the NRF Foundation Student Program as recruiters, speakers, mentors, or guests. You can return to this site at any time to add/remove representatives, update details and send out confirmation emails. The deadline to finalize your group is **December 19, 2025**.

* Indicates required fields.

Registration Required for Badge:

* Reg Type: Please Select >

* First Name

* Last Name

* Company

* Title

* Postal Code

* City

* State/Province District of Columbia >

* Country United States >

* Email

▼ * Will this individual attend the University Recruiter Networking Reception on Friday Jan. 9 from 6pm - 8pm?

☐ Yes ☐ No

▼ * Will this individual attend the Educator & Recruiter Networking Breakfast on Saturday Jan. 10 from 8am - 8:45am?

☐ Yes ☐ No

Cancel Add



Confirmation Emails:

- Once the registrations have been added, you are able to send email confirmations to all by clicking “Send All Confirmations”.

Results Total: 4

☒ Include Contact

Edit	First Name	Last Name	Company	Registration	Registration Type
1079	Maggie	Ment	Mentee	Registration Completed	Mentor