

A new way to
live the NRF's
experience.

*RETAIL'S BIG SHOW MISSION NYC
January 15th a 21st of 2022.*

varejo180
EXPERIENCE

WHO ARE WE

Hi, we are Varejo180, events and content experts, with a fresh and disruptive vision of the retail.

[go to our website](#)

VAREJO180 LEADERSHIP



Julio Takano



Marcos Andrade



Ronald Nossig



Zeh Henrique Rodrigues

HOW WE DIFFERENTIATE

Retail
Thinkers



Action
Learning
Retail

RETAIL THINKERS

Retail is very dynamic.
It has many voices and faces.
That is why we put together a multidisciplinary team, highly qualified, updated and specialized in the many necessities of the contemporary shopper demands.



Meet the Retail Thinkers that will be in NYC.

[Click here to meet all
of ours Retail Thinkers.](#)



Edward Nieuwland
Avans University, Holanda.



Andy Austin
The Industrious, USA.



Juarez Leão
Leão Group, Brasil.



Igor Paparotto
BBRetail, Portugal.



Luis Lobão
HSM, Brasil.



Gustavo Carrer
Gunnebo, Brasil.



Tiago Baeta
iMasters / E-commerce, Brasil.



Edmour Saiani
Ponto de Referência

ACTION LEARNING RETAIL

Theory, immersion,
real cases, debates.
Welcome to the
Action Learning Retail.

A different learning methodology from all international groups you have ever seen. ALR brings a more dynamic and deep reflections of the real cases seen in NYC. It is the perfect combination of class room and instore experience, with pre and during NRF content.



ACTION LEARNING RETAIL

We chose Harvard Club, an icon of world's knowledge, as the perfect location for our 4 network meetings and lots of exclusive content.



TECHNICAL IMMERSION

FROM JANUARY 15th TO 21st

- *Exclusive App*
- *Welcome kit*
- *Four exclusive events at the Harvard Club
(two lunches included)*
- *Two exclusive evening events with finger food*
- *Two days of store visits*
- *Fast Contents - Big Show's daily insights
especially selected by the Retail Thinkers*
- *Expo's guided tours*
- *Exclusive shuttle for all events*
- *24 hours support*
- *Travel insurance*



RETAILERS

U\$ 4,800 DOLLARS PER PERSON



NON RETAILERS

U\$ 5,500 DOLLARS PER PERSON

GROUP'S HOTEL

FROM JANUARY 15th TO 21st - 6 NIGHTS

SOFITEL NEW YORK

45 West 44th Street

US\$ 199.00* + TAXES

- *A poucos passos da Times Square*
- *high speed wi-fi*
- *Rooftop with bar and lounge*
- *French cousine restaurant*
- *Gymn*
- *Business center*

*price per person, for one night, standard room with king size bed, no breakfast included.



NRF PASSES

RETAILER FULL PASS

U\$ 975 DOLLARS PER PERSON

AGENCY FEE U\$ 50.00 + TAXES

NON RETAILER FULL PASS

U\$ 3,500 DOLLARS PER PERSON

AGENCY FEE U\$ 50.00 + TAXES





I am here
to assist you.

Edward Nieuwland
ISMI

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*varejo*180
EXPERIENCE