



ATTENDEE GUIDE

AWS at NRF 2026: Retail's Big Show

Jacob K. Javits Convention Center
New York | January 11-13, 2026

Introduction

On behalf of the AWS for Retail and Consumer Goods industry teams, I'm excited to welcome you to [NRF 2026: Retail's Big Show](#). We encourage you to visit us on the expo floor (Expo Level 3, booth #4438) at the Jacob K. Javits Convention Center January 11-13th, 2026.

We're excited to showcase how we're building the future with AI. Whether you're focused on accelerating product innovation, enhancing customer experiences, looking to learn more about the latest in physical and digital spaces, or modernizing your supply chain operations, we have compelling experiences designed for your priorities.

In this deck you'll find a summary of our activities at the event to help you plan your itinerary. Be sure to follow the [AWS Retail and Consumer Goods blog](#) and our [LinkedIn page](#) to stay up to date on all the exciting innovations we'll be unveiling at NRF 2026.

We look forward to seeing you in New York!



Petra Schindler-Carter

General Manager of Retail and Consumer
Goods, Amazon Web Services (AWS)

About The National Retail Federation (NRF)

The National Retail Federation has represented retail for over a century and is the world's largest retail trade association with approximately 18,000 members.

Their annual trade show, NRF: Retail's Big Show, brings roughly 40,000 attendees each year to New York City, who join the event to network and discuss the biggest issues and the latest trends in the industry.

The audience is primarily US-based (70% of attendees) from 19,000 retailers, consumer goods and restaurant companies, representing 6,000+ brands across 98 countries.



98+
Countries



40,000+
Attendees



19,000+
Retailers

NRF 2026: Retail's Big Show

Dates:

January 11-13, 2026

Location:

Jacob K. Javits Convention Center
429 11th Ave, New York, NY 10001

AWS booth:

Expo Level 3
Booth #4438

Website:

[AWS at NRF 2026 »](#)

NRF 2026 expo hours:



Sunday, Jan 11 | 9:00am - 5:00pm



Monday, Jan 12 | 9:00am - 5:00pm



Tuesday, Jan 13 | 9:00am – 4:00pm

What's new in 2026?

Discover how you can 'Build the Consumer Experience of the Future with AI' at NRF 2026.

We will showcase thought leadership and technology demonstrations from AWS, Amazon, and AWS Industry Partners focused on enhancing product innovation and merchandising, boosting marketing and advertising, delivering frictionless, omnichannel commerce experiences, and increasing supply chain and operational resiliency.

Learn more from our:

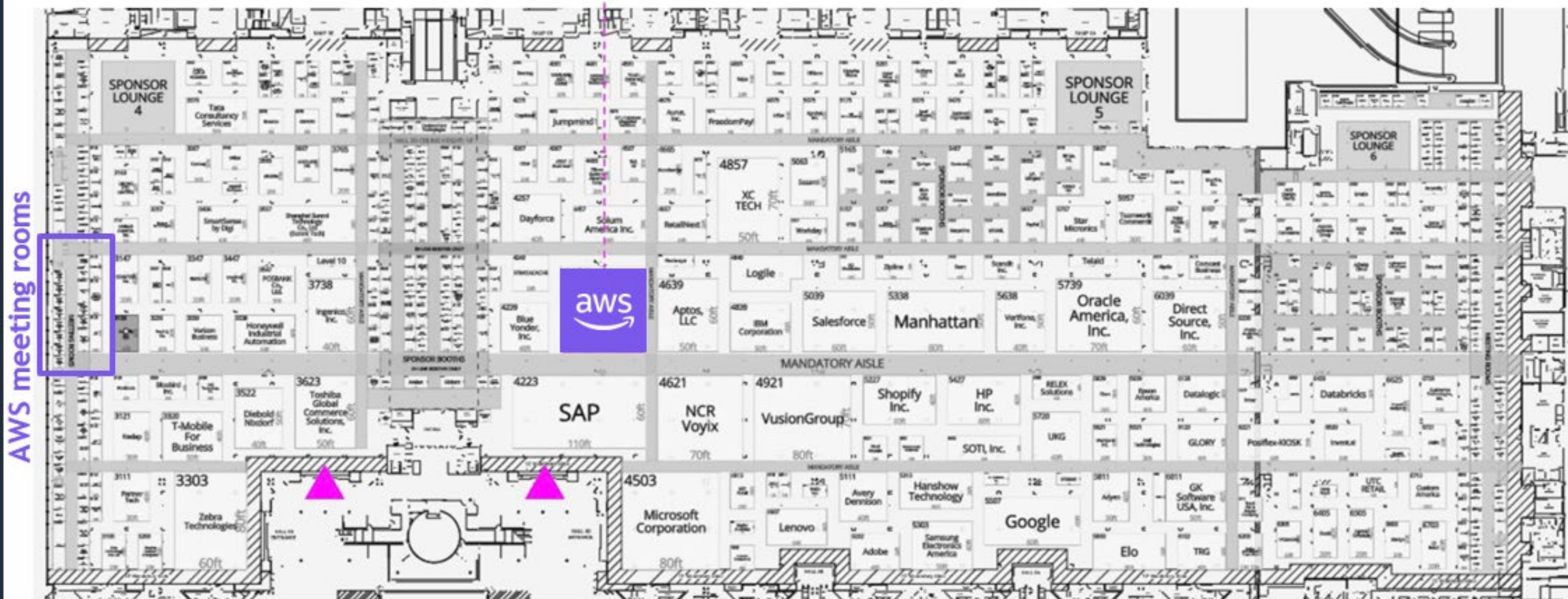
- Experiential technology demonstrations
- Featured and Big Ideas speaking sessions
- In-booth lightening talks
- In-booth tours
- And more!



Showhall Plan

70' x 70'

NRF '26 RETAIL'S
BIG SHOW
JANUARY 11-13 | NYC



AWS booth overview

AWS Booth
4438

The AWS booth will center around an inspiring, experiential demo showcasing how AI can help accelerate product innovation and bring a product successfully to market. Agents will demonstrate how they can research, design, and build a piece of luggage. After walking through this 5-minute demo, attendees will walk away with an understanding of how AWS tools can help them build agents for product innovation, and they will receive a personalized luggage tag (designed with Amazon Nova) as a takeaway.

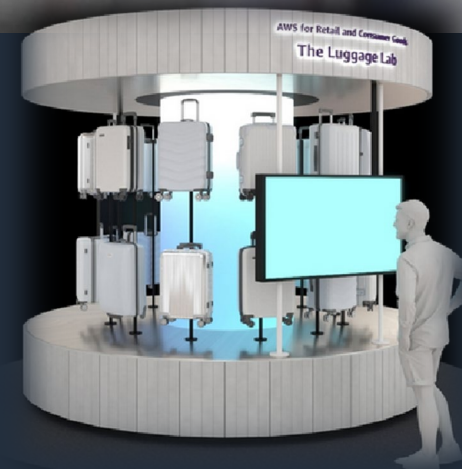
From there, attendees can explore four surrounding in-booth neighborhoods and in-booth theater content:

Product innovation and merchandising

Marketing and advertising

Supply chain and operations

Omnichannel commerce



Technology demonstrations

AWS Booth
4438

Product Innovation and Merchandising

AWS Demos

Featured Partners



Last Yard

Marketing and Advertising

AWS Demos

Amazon Retail Ads Service

Featured Partners



Supply Chain and Operations

AWS Demos

Featured Partners



FORTER

Omnichannel Commerce

AWS Demos

JWO

Amazon Leo

Featured Partners



stripe

Featured Partners



HYPERVSN

Product innovation and merchandising

AWS Booth
4438

Product Innovation and Merchandising

AWS Demos

Sponsoring Partners

 **Threedium**

Last Yard

Demos:

1. Drive merchant productivity with Amazon Quick Suite
2. Unlock efficiency in pricing and product data with AI
3. Intelligent product attribution and personalization with AI
4. Trade Promotions Manager powered by Amazon AgentCore
5. Packaging Compliance
6. Planogram planning and compliance (SymphonyAI)
7. Transform static product images into intelligent consumer experiences (Threedium)
8. Automate retail pricing across every touchpoint with AI (Last Yard)

Marketing and advertising

AWS Booth
4438

Marketing and Advertising

AWS Demos

Amazon Retail Ads Service

Sponsoring Partners



Demos:

1. Deliver personalized, dynamic in-store ad content
2. Accelerate marketing effectiveness with AI agents
3. Transform data into intelligence with Amazon Quick Suite
4. Deliver personalized customer care with Amazon Connect
5. Hyper-personalized customer experience platform with Bria.AI
6. Retail Media at Scale (Retail Ad Service)
7. Drive revenue with agentic AI and customer data (Treasure Data)
8. Maximize marketing outcomes with modern data collaboration and analytics (AppsFlyer)

Supply chain and operations

AWS Booth
4438

Supply Chain and Operations

AWS Demos

Sponsoring Partners



Demos:

1. Design smarter supply chains with agentic AI decisioning
2. Autonomously resolve ERP exceptions with agentic AI
3. Multi-agent supply chain orchestration
4. Enhance operational efficiency with agentic AI
5. Accelerate smart stores with smart infrastructure (Spectro Cloud)
6. Identity intelligence and fraud prevention for the AI era (Forter)

Omnichannel commerce

AWS Booth
4438

Omnichannel Commerce

AWS Demos

JWO

Amazon Leo

Sponsoring Partners



Demos:

1. AI innovation at every touchpoint (series of AWS conversational commerce demos and AWS Partner, Fabric)
2. Unlock agentic experiences (series of AWS agentic commerce demos and AWS Partner, NLX)
3. Smart beauty powered by Amazon Bedrock and agentic AI
4. DIY home improvement assistant with Amazon Bedrock
5. Personalized nutrition with generative AI
6. Visual products with virtual try-on featuring Amazon Nova Canvas
7. Voice intelligent product experience powered by Amazon Nova (Threedium and HYPERVSN)
8. Reliable connectivity for Retail (Amazon Leo)
9. Autonomous retail technology for checkout-free shipping (JWO)
10. Financial infrastructure for the future of retail (Stripe)
11. Power omnichannel personalization with AI DAM (Bynder)

AWS Partner Demos

[Learn more about AWS Industry Partners at NRF »](#)

AWS Booth
4438



Maximize marketing outcomes with modern data collaboration and analytics

AppsFlyer empowers marketers to unify marketing measurement, analytics, data collaboration, customer journeys, and AI workflows—giving retailers the foundation to make smarter decisions, move faster, and drive measurable outcomes. Trusted by 70% of Fortune 500 brands, AppsFlyer measures over \$50B in marketing spend annually across 15,000+ global customers.



Power omnichannel personalization with AI DAM

Bynder's AI-powered Digital Asset Management (DAM) platform accelerates content creation, eliminates bottlenecks, and amplifies brand performance. Recognized for usability & flexibility, Bynder enables brands to maximize content value through a powerful, intuitive integrated platform.



Accelerate smart stores with smart infrastructure

Spectro Cloud helps retailers modernize store infrastructure at scale, laying the foundation for new AI-powered use cases, centrally managing everything from POS systems to digital displays, from edge to cloud across thousands of locations. This automated approach enables resilient offline operations and smarter, connected in-store experiences.



Transform static product images into intelligent consumer experiences

Threedium turns every product into an intelligent 3D digital twin. Shoppers can interact, configure, and buy in real time. Powered by agentic AI, it helps brands and retailers transform product discovery into data-rich, personalized experiences that drive sales and minimize returns.



Identity intelligence and fraud prevention for the AI era

Forter's Trust Platform for digital commerce delivers instant, accurate assessments of trustworthiness, helping leaders from businesses like Nordstrom, ASOS, and ASICS prevent fraud, maximize revenue, and enhance customer experiences. With over \$2 trillion in transactions processed, Forter combines identity expertise and automation to protect consumers and drive growth.



Automate retail pricing across every touchpoint with AI

Last Yard automates personalized pricing and promotions across digital and physical retail channels, eliminating errors and improving margins. The AI-powered platform seamlessly integrates with existing retail systems, enabling real-time updates across tickets, signage, and every customer touchpoint.



Financial infrastructure for the future of retail

Stripe is a financial infrastructure platform powering the future of retail. We empower brands and retailers to increase revenue, expand into new global markets, and tap into emerging channels like AI, all while reducing fraud and risk. Stripe supports leading retailers in managing their scale and complexities—trusted by half of the Fortune 100.



Drive revenue with agentic ai and customer data

Treasure Data's Intelligent Customer Data Platform drives enterprise growth through AI-powered personalization. This unified platform optimizes marketing spend and boosts revenue by delivering trusted, real-time customer experiences while maintaining security and compliance at scale.

Featured AWS Partners

AWS Booth
4438



Accelerating innovation in retail

NVIDIA's invention of the GPU sparked the modern era of accelerated computing and AI. Today, that innovation is transforming the retail and consumer goods industry. Agentic commerce is revolutionizing how shoppers discover and buy, while AI-driven supply chain solutions and intelligent stores are driving unprecedented efficiency across the retail ecosystem. Through these advances, NVIDIA is powering the future of retail, where AI and accelerated computing create smarter, more connected shopping experiences.

HYPERVSN

3D holographic experience powered by AI

HYPERVSN is a global pioneer in 3D holographic technology, revolutionizing the world of visual communication through advanced holographic and AI-powered innovations. Supported by visionary investors such as Mark Cuban and Sir Richard Branson, HYPERVSN empowers brands to transform storytelling into interactive, memorable experiences that engage audiences worldwide. The company's award-winning solutions—ranging from AI-powered digital avatars to real-time holographic interactions—enable organizations to deliver hyper-realistic content that captivates and inspires.

AWS TechTalk presented by NVIDIA and AWS

Accelerating Innovation: From model to meal

The restaurant industry is one of the world's largest, serving billions of guests every year and advancing at a rapid pace. Since 2020, digital orders have surged—reshaping customer expectations and driving major innovation across quick service and fast casual restaurants. With evolving guest demand and technology adoption, restaurants are primed for AI transformation. Join Andrew Sun, Sr. Director, Retail, NVIDIA, and Deborah Matteliano, Global Head of Restaurants Technology, AWS, as they break down how AI-powered agents are redefining how QSRs serve customers and run restaurants. Discover how cloud and accelerated computing equip leading brands to untangle the toughest problems: streamlining order taking, keeping up with customer demand, and enabling staff to focus on hospitality. Learn how NVIDIA software and AWS services work together to take solutions from pilot to production—delivering performance and reliability at scale. This AWS TechTalk will highlight real-world examples and actionable insights to help any restaurant thrive in the age of intelligent automation.

SUNDAY, JANUARY 11 | 11:10 AM - 11:30 AM | AWS booth 4438

NRF Featured session

NRF 2026
RETAIL'S
BIG SHOW

Miraki Stage | Featured Stage 2

AWS and PepsiCo: Accelerating AI-Driven Transformation from Customer Service to Supply Chain Innovation

PepsiCo and AWS have forged a multi-year partnership to accelerate PepsiCo's digital transformation across its global operations. This cloud-first approach positions PepsiCo to enhance consumer experiences, streamline operations, and drive innovation across its multi-billion-dollar beverage and snack business. Join Dave Dohnalik, SVP Technology Strategy and Enterprise Products at PepsiCo, and Kris Satterthwaite, GM/Head of Sales (US Retail, Restaurants, and CPG) at AWS as they discuss recent AI highlights and more around their innovation roadmap.



Featured speakers:

- Dave Dohnalik, SVP Technology Strategy and Enterprise Products at **PepsiCo**
- Kris Satterthwaite, GM/Head of Sales, US Retail, Restaurants & CPG at **AWS**

NRF Big ideas sessions

NRF 2026
RETAIL'S
BIG SHOW

Sunday, January 11

1:00 PM – 1:30 PM

Expo Stage 4, Level 1

AI meets home services: Taskrabbit's integration with Alexa+

Taskrabbit and Amazon's Alexa+ are collaborating to launch the first ever instant booking service. Soon customers will be able to ask Alexa to help with tasks such as mounting a TV or home cleaning simply by just asking Alexa to "book it." This agentic LLM powered integration enables users to conquer their to do lists with Alexa+ by booking local services all through natural conversations. This partnership marks a significant advancement in merging AI, voice technology, and on-demand services. Join Taskrabbit's CEO, Ania Smith, AWS, and the Amazon Alexa+ team to explore the technical achievements, strategic implications, and future possibilities of this experience.

Sunday, January 11

3:15 PM – 3:45 PM

Expo Stage 4, Level 1

AI innovation: From design to customer satisfaction

Leading retail and consumer goods brands are transforming their internal and customer facing operations through AI applications. Join industry leaders from Tapestry and Nestle Purina North America to learn how AI implementation drives revenue growth, reduces costs, and enhances customer satisfaction. Discover practical strategies to integrate AI into your business operations and stay competitive in the evolving retail landscape.

Monday, January 12

10:15 AM – 10:45 AM

Expo Stage 4, Level 1

Democratizing Retail Media: Technology that powers growth

Learn how Amazon Retail Ad Service is making advanced retail media capabilities accessible across retail sectors. Hear how industry retailer leader, Macy's, leverages this technology to enhance their established platform and drive incremental growth. You'll walk away with actionable strategies to implement retail media solutions that can transform your advertising capabilities and unlock new revenue opportunities.

NRF Big ideas sessions

NRF 2026
RETAIL'S
BIG SHOW

Monday, January 12

1:30 PM – 2:00 PM

Expo Stage 4, Level 1

How Amazon and adidas are setting new fulfillment standards for the footwear industry

Shoppers' expectations are evolving faster than ever. They now expect seamless access to products, effortless returns, personalized experiences, and rapid delivery. To meet these demands, adidas is partnering with Amazon to advance its digital commerce and supply chain operations through the use of data and cutting-edge technology. As a pioneer in the global footwear industry, adidas continues to lead the industry and inspire others to rethink how they deliver products to shoppers around the world. Join senior leaders from Amazon and adidas as they share how their collaboration is redefining fulfillment, returns, and the end-to-end shopper experience. Learn how Amazon's innovative solutions are helping adidas achieve greater speed, accuracy, and consumer experience, and hear their shared vision for the next generation of shopper-focused innovation shaping the future of digital commerce.

Monday, January 12

2:15 PM – 3:00 PM

Expo Stage 4, Level 1

Transform Customer Experience with AI: Lessons from Saks Global and Dine Brands

Customers have more options than ever, and the quality of their experience is the new battlefield for retailers and restaurant brands. In this session learn how Saks Global is using the cloud and AI to understand customers' emotions and behavior, fixing critical pain points, and continuously innovating to deliver exceptional experiences. Hear how Dine Brands transformed its technical support across franchises, resulting in 34% faster ticket resolution and reduced backlogs, through streamlined, intelligent assistance. Gain practical tools for developing data-driven customer experience strategies that boost loyalty and accelerate business growth.

In-booth theater | AWS TechTalks

Join us at our in-booth theater to gain inspiration from AWS and Amazon retail experts, your peers, and our industry technology partners.

These 20-minute TechTalk presentations showcase breakthrough technology experiences and strategic partnerships that enable organizations to achieve exceptional scale, speed to market, and meaningful, measurable results across the industry.

No registration required, seating is first-come-first-served.



In-booth theater | AWS TechTalks

AWS Booth
4438

Sunday, January 11

10:35 AM - 10:55 AM

Presented by **Just Walk Out**: Nathan O'Neill | *Just Walk Out: Creating retail experiences customers love*

11:10 AM - 11:30 AM

Presented by **NVIDIA & AWS** | *Accelerating Innovation: From model to meal*

11:45 AM - 12:05 PM

Presented by **AWS**: Scott Langdoc | *How AI-centered innovation is creating leaders in FMCG retail*

12:20 PM - 12:40 PM

Presented by **AWS**: Deborah Matteliano | *The Last Mile Revolution: how retail and restaurants are redefining delivery*

12:50 PM - 1:10 PM

Presented by **AWS**: Pritam Bedse | *Saks Global Digital Transformation: Implementing voice-first AI automation with AWS and NLX*

1:30 PM - 1:50 PM

Presented by **Threedium** | *Retail Reimagined: The agentic economy powered by 3D*

2:05 PM - 2:25 PM

Presented by **Stripe** | *Exploring dual pathways to agentic commerce with AWS and Stripe*

2:40 PM - 3:00 PM

Presented by **Treasure Data** | *From Data Chaos to AI Magic: Supercharging customer experience*

3:15 PM - 3:35 PM

Presented by **Last Yard** | *From Data to Execution: AI-powered price & promo management at scale*

3:50 PM - 4:10 PM

Presented by **AWS**: David Christian | *Amazon Nova: Revolutionizing retail through next-generation AI foundation models*

In-booth theater | AWS TechTalks

AWS Booth
4438

Monday, January 12

10:00 AM – 10:20 AM

Presented by **Amazon**: Monica Ravi | *Amazon Transparency: Simplifying GS1 Sunrise 2027 Compliance*

10:35 AM - 10:55 AM

Presented by **Bynder** | *Revolutionizing Retail Content: AI-powered DAM for omnichannel excellence*

11:10 AM - 11:30 AM

Presented by **Spectro Cloud** | *Spectro Cloud Palette enabling Retail AI from Edge to Cloud*

11:45 AM - 12:05 PM

Presented by **AppsFlyer** | *Data to Dollars: Commerce media data collaboration in the AI era*

12:20 PM - 12:40 PM

Presented by **AWS**: Amit Singh | *Amazon Q: Transform retail operations from development to customer experience*

12:50 PM - 1:10 PM

Presented by **AWS**: Doug Tiffan | *Fashioning the Future: How AI is impacting the Fashion industry from design to shelf*

1:30 PM - 1:50 PM

Presented by **Aritzia & Forter** | *How Aritzia delivers excellent CX in the age of retail abuse*

2:05 PM - 2:25 PM

Presented by **Retail Ad Service** | *Scaling Ads Business: iHerb's Journey with Amazon Retail Ad Service*

2:40 PM - 3:00 PM

Presented by **AWS & Pattern:** | *Outrank, outsell, and outperform in AI search with a GEO scorecard*

3:15 PM - 3:35 PM

Presented by **AWS**: Aditya Pendyala | *From UX to AX: MCP servers for AI shopping agents*

3:50 PM - 4:10 PM

Presented by **AWS**: Justin Swagler | *Beyond Smart Stores: The promise of agentic intelligence in retail*

In-booth theater | AWS TechTalks

AWS Booth
4438

Tuesday, January 13

10:00 AM – 10:20 AM

Presented by **AWS**: Amar Sanghera | *Reimagining Supply Chain Operations: The agentic revolution*

10:35 AM - 10:55 AM

Presented by **AWS**: Aparna Galliasso | *The innovators dilemma: adapting CPG foundations for an AI future*

11:10 AM - 11:30 AM

Presented by **AWS**: Bharat Ramaka | *Transforming business with SAP and Pan-Amazon services*

11:45 AM - 12:05 PM

Presented by **AWS**: Ganesh Raam Ramadurai | *From Prototype to Impact: Accelerating retail innovation with the AI-driven lifecycle*

1:30 PM - 1:50 PM

Presented by **AWS**: Rohit Mittal | *Expanding the frontiers of multimodal AI with Nova 2*

Additional Events



Friday, January 9 | 8:00am - 6:30pm

AWS EMEA DAY | Retail Reimagined: The future of retail, fashion, and consumer goods | Amazon Offices

[Learn more »](#)



Saturday, January 10 | 9:00am - 2:00pm

RetailROI SuperSaturday

[Learn more »](#)



Saturday, January 10 | 5:30pm - 7:00pm

NRF Opening party | Marriott Marquis Times Square

[Learn more »](#)



Sunday, January 11 | 5:00pm - 8:00pm

AWS Executive Partner and Customer Happy Hour | NIZUC

[Learn more »](#)

What's Next?

Plan your trip to NRF 2026: Retail's Big Show

- Use discount promo code **3431** when booking your All-access pass
- Check out the NRF website for [hotel and travel deals](#)

Connect with your Account Manager about on-site activities

- Meet with AWS subject matter experts
- Attend AWS speaking sessions
- Discuss ancillary events

Stay tuned for more AWS at NRF details

- AWS for Retail and Consumer Goods [blog](#)
- AWS for Retail and Consumer Goods [LinkedIn page](#)
- AWS at NRF [2026 website](#)





See you at NRF!