We BRING RETAILERS and SHOPPERS TOGETHER

NRF 2020
SALESFORCE TRAIL GUIDE
Jan. 12–14, 2020

BOOTH #5125 - SALESFORCE
BOOTH #1306 - MULESOFT
BOOTH #6149 - TABLEAU

TEXT NRF TO 38767 FOR SALESFORCE AT NRF UPDATES.
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Privacy policy: https://sforce.co/2RDXv5Z
GET TO KNOW SALESFORCE

Your biggest successes have one thing in common: happy shoppers. Find us at booth #5125, #1306 and #6149 to get the inside scoop on how Salesforce is bringing retailers and shoppers together.

CHECK OUT SALESFORCE SOLUTIONS FOR RETAIL WITH LIVE CUSTOMER AND PRODUCT FEATURE DEMOS.

1. **Connect Commerce Everywhere**
   - See how Party City makes every moment extraordinary by delivering a frictionless shopping experience across marketing, commerce, and service.

2. **Supercharge Associates**
   - With clienteling and order management solutions, Stonewall Kitchen associates can digitize store interactions and build lasting customer relationships.

3. **Deliver Any Channel Service**
   - Learn how adidas delivers faster, smarter, anytime, anywhere, giving them more time to focus on what matters most – relationships.

4. **Personalize Shopper Marketing**
   - See how e.l.f. Cosmetics personalizes shopper marketing across the entire customer journey.

5. **Activate Your Data**
   - Learn how Albert Heijn unlocks the full power of the Salesforce Platform with seamless data integration for a truly connected customer experience.

6. **Personalize Interactions with Intelligence**
   - Learn how to personalize every interaction with your customers through intelligent marketing experiences.

7. **Analytics for Anyone and Any Data**
   - See how Tableau can unlock the power of your data! From the Store Manager up to the C-Suite, everyone can make better, faster decisions with Tableau.

8. **Integrate to Transform Customer Experiences**
   - Unlock critical inventory and product data from back office systems 3x faster using MuleSoft Accelerator for Commerce Cloud.

9. **Create Innovative Commerce Experiences**
   - Learn how the latest innovation on the Salesforce Commerce platform gives brands the tools to create premium commerce experiences on any channel.

   **LEARN MORE:** salesforce.com/nrf/

DISCOVER MULESOFT AT BOOTH #1306

Build a connected retail experience 3x faster across apps, data, and devices – all with MuleSoft, the #1 integration platform. Visit us at booth #1306.

**LEARN MORE:** mulesoft.com/nrf/

GET TO KNOW TABLEAU AT BOOTH #6149

Tableau is the analytics platform that helps retailers gain a better understanding of their customers. Learn how organizations can access deep customer insights at Booth #6149.

**LEARN MORE:** tableau.com/nrf/
<table>
<thead>
<tr>
<th><strong>MONDAY, JANUARY 13</strong></th>
<th><strong>TUESDAY, JANUARY 14</strong></th>
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<tbody>
<tr>
<td><strong>9:00 a.m.</strong></td>
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<tr>
<td>MuleSoft + Commerce Cloud Solution: Make Headless Commerce a Reality</td>
<td>Build a Strategy to Improve Customer Experience with Einstein Bots</td>
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<td><strong>9:30 a.m.</strong></td>
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<tr>
<td>How Brands are Building Next-Level eCommerce Experiences that Engage and Excite Their Customers</td>
<td>5 Tips For Growing Your Audience with a Data Driven Approach</td>
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<td><strong>10:00 a.m.</strong></td>
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<td><strong>10:30 a.m.</strong></td>
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<tr>
<td>Moments That Matter in Retail</td>
<td>How to Use AI to Drive Shopper Engagement</td>
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<td><strong>11:00 a.m.</strong></td>
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<td>Not playing around: The digital Transformation of Toys “R” Us</td>
<td>Turning Up Your Customer Experience: How Traeger Grills is Working with Amplience &amp; Salesforce Commerce Cloud to Run a Truly Headless Commerce Architecture</td>
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<td><strong>11:30 a.m.</strong></td>
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<tr>
<td>Reinventing B2B Commerce to Deliver Exceptional Customer Experience</td>
<td>Transform Your Customer Experience and Drive Engagement Across Devices with Seamless Commerce</td>
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<td><strong>12:00 p.m.</strong></td>
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<td>Supporting &amp; Retaining Your Employees with the Salesforce Customer 360 Platform</td>
<td>5 Steps to Drive Tailored Engagement for Context-Driven Shopper Experiences</td>
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<td><strong>12:30 p.m.</strong></td>
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<td>BoConcept &amp; Emark: A Digital Transformation Across 150+ Franchisees in 66 Countries</td>
<td>Using Customer 360 Data Manager to Engage Commerce Customers in Service Cloud</td>
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<td><strong>1:00 p.m.</strong></td>
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<td>Just Ship It. Integrated Order Experiences with Salesforce Order Management</td>
<td>Building Relationships and Revenue with Mad Mobile and Salesforce CRM and Commerce Cloud</td>
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<td><strong>1:30 p.m.</strong></td>
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<td>Supercharge your Store Associates with Salesforce &amp; Tulip. Unearthing the Secrets Behind the Best Performing Store Associates</td>
<td>Create Seamless Omnichannel Experiences with MuleSoft</td>
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<td><strong>2:00 p.m.</strong></td>
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<td>Using Salesforce Customer 360 to Achieve Unified Contact Profile</td>
<td>No More Guessing with Personalization: Hyper Targeting Your Customer</td>
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<td><strong>2:30 p.m.</strong></td>
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<td>GNC &amp; Ordergroove: Building Omnichannel Customer Relationships</td>
<td>Conversational Commerce: Embed Commerce in the Channels Shoppers Love</td>
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<td><strong>3:00 p.m.</strong></td>
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<td>Deliver Personalized Engagement by Connecting Service and Marketing</td>
<td>How GANNI Put Omnichannel at the Core of Global Retail Strategy</td>
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<td><strong>3:30 p.m.</strong></td>
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<td>Luxury Brands Transform Customer Experience with PIM</td>
<td>Einstein Analytics is the Intelligent Retail Associate for Store Managers</td>
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<td><strong>4:00 p.m.</strong></td>
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<td>Get to Know Tableau</td>
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<td><strong>4:30 p.m.</strong></td>
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<td>Achieving Brand Loyalty with Today’s Complex Consumer</td>
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MEET OUR PARTNERS

Get to know our retail partners. Visit 30+ partner booths and learn how partners transform customer and associate engagement.

LEVEL 1
1. Agility Adventurer Booth #486
2. Neverland Booth #1365
3. astound* Booth #1407
4. BlueSnap Booth #1507
5. charisse Booth #1547
6. c-Spirit Booth #1626
7. FORER® Booth #1336
8. Kount® Booth #1507
9. tntIKI Booth #895 & 1034
10. NEWSTOF Booth #906
11. PlumSlic® Booth #903
12. Salesforce Booth #1645
13. translations.com Booth #452
14. tinydues' Booth #1236
15. Vertex Booth #211
16. zigzag Booth #1649

LEVEL 3
17. 35° Booth #5447
18. adyen Booth #5655
19. Avalara Booth #5561
20. bluewolf Booth #3521
21. Capgemini Booth #6019
22. Cognizant Booth #5819
23. Digitalis Booth #4131
24. eSSENTIAL MANAGEMENT Booth #4043
25. Fujitsu Booth #5604
26. LiveArea Booth #6111
27. medialib Booth #5755
28. Medworx Booth #3960
29. ordergroove Booth #6141
30. PayPal Booth #6068
31. publicis sapient Booth #3119
32. Radial Booth #4809
33. Salesfloor Booth #9055
34. Taloa Booth #3661
35. Stickupp Booth #3637
36. worldpay Booth #7779

LEVEL 4
1. MuleSoft Booth #1306
2. MuleSoft Booth #1306
3. Salesforce Big Ideas Session
4. Expo Hall, Level 3
5. Stage 3
6. 2:00pm - 3:00pm | Sunday, Jan. 12
7. Salesforce Booth #5125
8. Tableau Booth #6149
9. Expo Hall, Level 1
10. Expo Hall, Level 3
11. MEET OUR PARTNERS
12. Get to know our retail partners. Visit 30+ partner booths and learn how partners transform customer and associate engagement.

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We BRING RETAILERS and SHOPPERS TOGETHER

Ready to spend more time with Salesforce outside of our booth? Come see how Trailblazers are at the forefront of the retail revolution at our Big Ideas Session, see us featured in other Big Ideas Sessions, or come to the must-attend social event at NRF, the Salesforce Big Party.

SUNDAY, JANUARY 12
YETI Takes the Mystery Out of Cross-Channel Sales Analysis Using Tableau
10:15 a.m. – 10:45 a.m | EXPO Hall, Level 1, Stage 1

SUNDAY, JANUARY 12
Salesforce Big Ideas: Unboxing the Consumer Experience: How to Build Meaningful Connections with Shoppers
2:00 p.m – 3:00 p.m | EXPO Hall, Level 1, Stage 3

SUNDAY, JANUARY 12
Hyper-Personalization: Retail Sustainability Through Digital Clientelling
4:00 p.m. – 4:30 p.m | EXPO Hall, Level 1, Stage 1

MONDAY, JANUARY 13
Salesforce Big Party at the Big Show
7:30 p.m – 11:00 p.m | Gotham Hall
Register at https://sfdc.co/NRF20BigParty

TUESDAY, JANUARY 14
How GANNI Put Omnichannel at the Core of Its Retail Strategy
2:00 p.m – 2:30 p.m | EXPO Hall, Level 1, Stage 2

OUR EXPO HOURS:
Sunday, January 12: 10:00 a.m. – 5:00 p.m.
Monday, January 13: 9:00 a.m. – 5:00 p.m.
Tuesday, January 14: 9:00 a.m. – 4:00 p.m.

LEARN MORE ONLINE:
SALESFORCE.COM/RETAIL