

Tips for A Successful Visa Interview

Request your letter of invitation and make your appointment for a visa interview early. Wait times for a visa interview can be several weeks or more in many countries, especially during peak travel periods. You are strongly urged to place your request for a letter of invitation to attend NRF 2025: Retail's Big Show as soon as possible.

Here are some tips to make your visa interview successful:

- Request a letter of invitation from NRF 2025: Retail's Big Show. The sooner you request your letter of invitation, the better, as it may take longer to apply for a visitor visa.
- Make your appointment with your embassy as soon as you receive your invite visa letter and make sure you have your letter available for your interview.
- Verify fees and requirements.
- Show proof of "strong ties" that bind you to your country of residence. The consular officers conducting interviews look for proof that you will return to your country. Evidence of "strong ties" includes proof of business ownership or employment, social and family relationships.
- If you have traveled to the U.S. previously, provide documentation demonstrating that you returned to your country on time. Use an airline ticket stub or boarding pass to show your return flight or meeting materials that show you attended a business conference as proof that you returned within the timeframe you stated.
- With your application, include any materials that you received from NRF 2025: Retail's Big Show to prove that the conference and exhibition is a legitimate business event.
- Present your entire trip itinerary with your application. Include any plans you may have.