

Your
Global
Flagship
Event.

EuroShop

The World's Leading Retail Trade Fair

16 – 20 February 2014

Düsseldorf · Germany

www.euroshop.de



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EuroShop 2014 – Basic data

- Date: 16 February – 20 February 2014
- Venue: Düsseldorf Exhibition Centre
Halls 3 – 7 and 9 – 17
- Opening times: 10 am to 6 pm daily
- Rotation Cycle: every three years

Stand rental:

row stand:	215,– €	pro m ²
corner stand:	222,– €	pro m ²
end of block:	227,– €	pro m ²
island side:	233,– €	pro m ²
in open air area:	95,– €	pro m ²

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EuroShop 2014 – A trade fair speaks for itself, and for you.

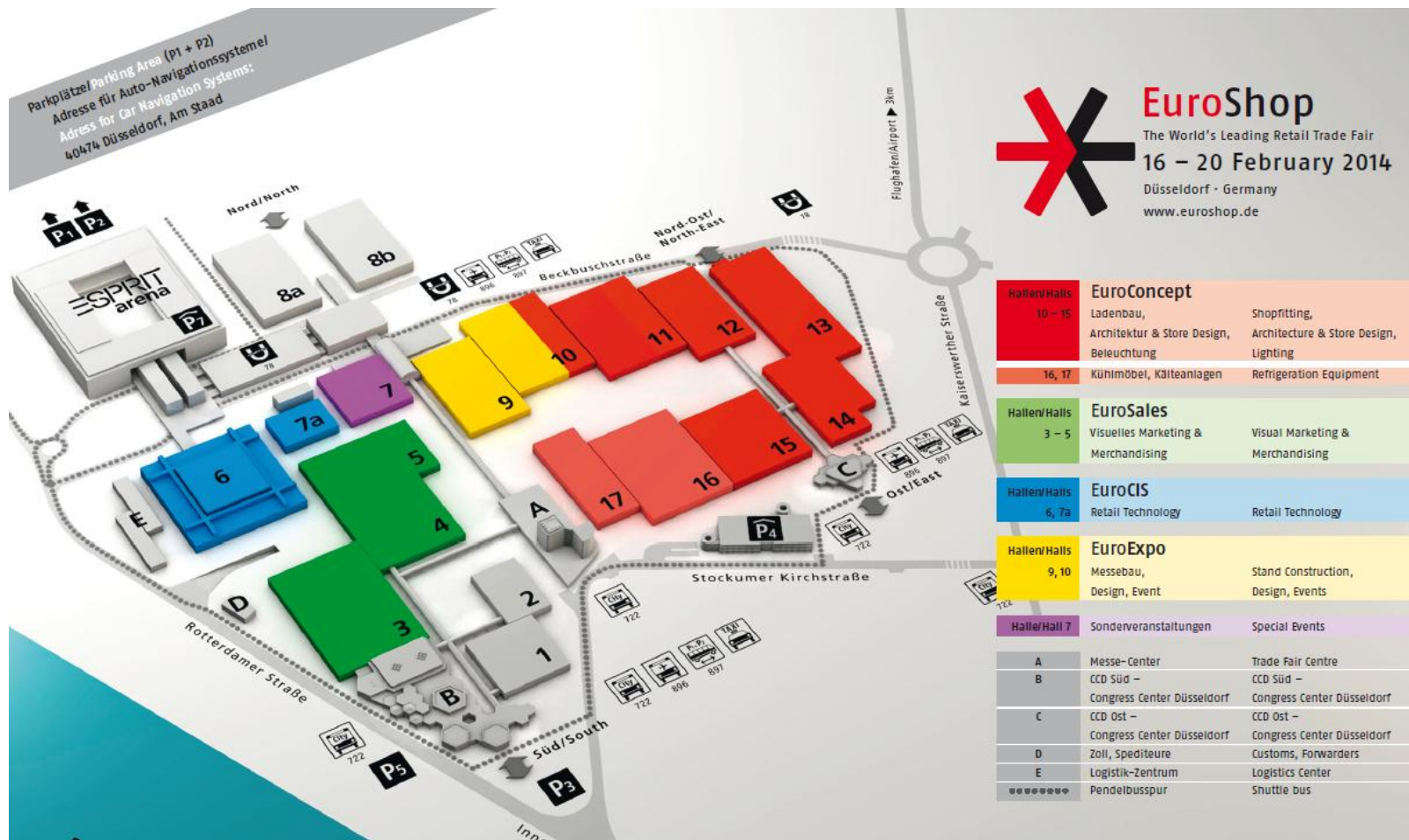
- **Facts & Figures:**

- Size (sqm/net): 107.971 in 15 halls
- Exhibitors: 2,036 from 53 countries
- Visitors: 107,269 from 92 countries
- Visitors from outside Germany: 60%
- Visitor profile EuroShop 2008:
 - Retail and wholesaler 22%
 - Shopfitting, store equipment, stand construction 10%
 - Industry 10%
 - Architecture, design 10%
 - Graphic design, advertising agencies 7%
 - Skills trade 8%

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EuroShop 2014: A global range – a clear structure.



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“never change a winning team”

EuroShop 2014 – the four corners of the retail world:



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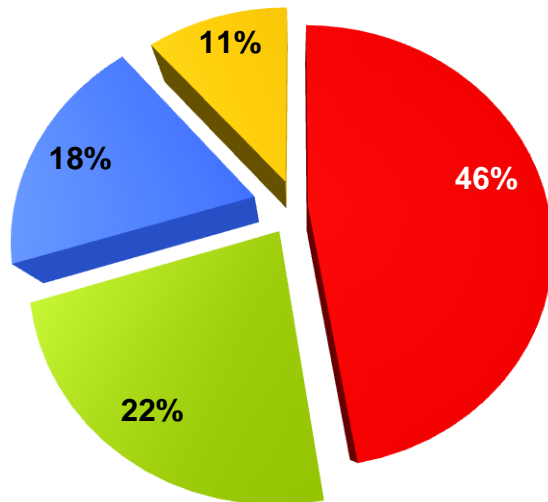
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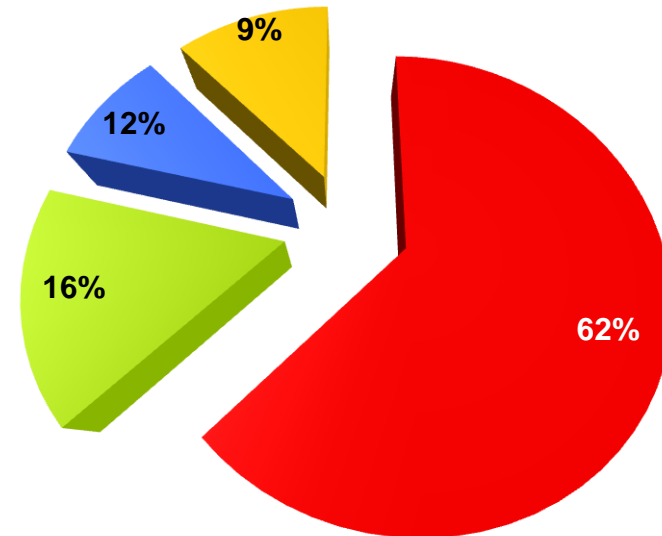
Successful quartet in figures

percentage distribution of exhibitors



- EuroConcept
- EuroSales
- EuroCIS
- EuroExpo

percentage distribution of exhibition space





Main topics EuroConcept

- Shopfitting, Store Equipment
- Lighting
- Architecture & Store Design
- Refrigeration Equipment



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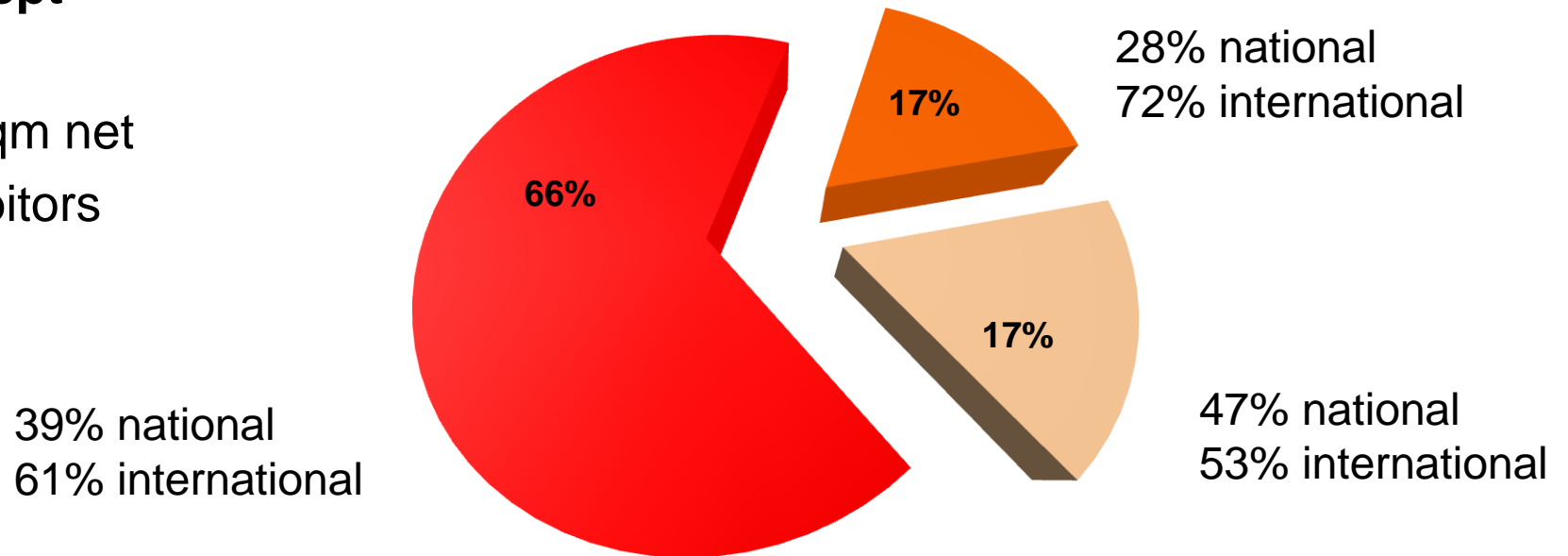
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Size of product sectors

- **EuroConcept**

- 66.902 sqm net
- 942 exhibitors



■ Shop fitting, Architecture & Store Design

■ refrigeration appliances

■ Lighting



Main topics EuroSales

- Visual Merchandising
- Sales Promotion
- POS-Marketing



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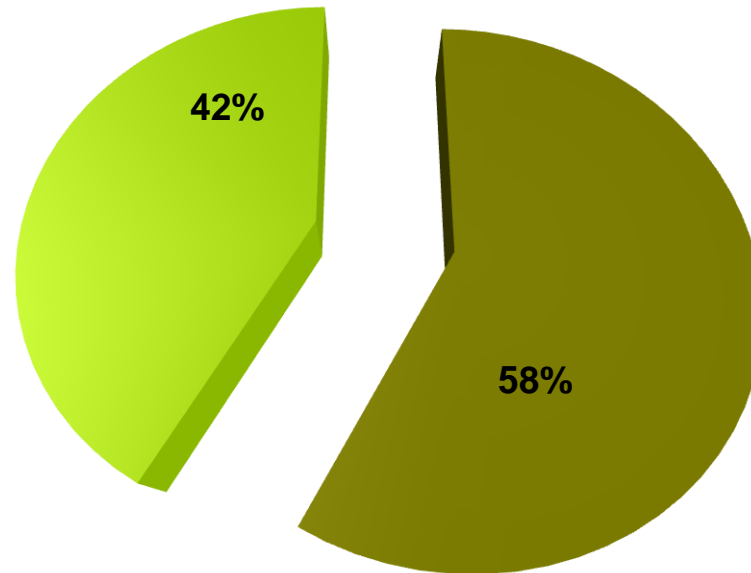
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Size of product sectors

- **EuroSales**
 - 17.577 sqm net
 - 471 exhibitors

■ international
■ national



Main topics EuroCIS

- Information Technology
- Security Technology



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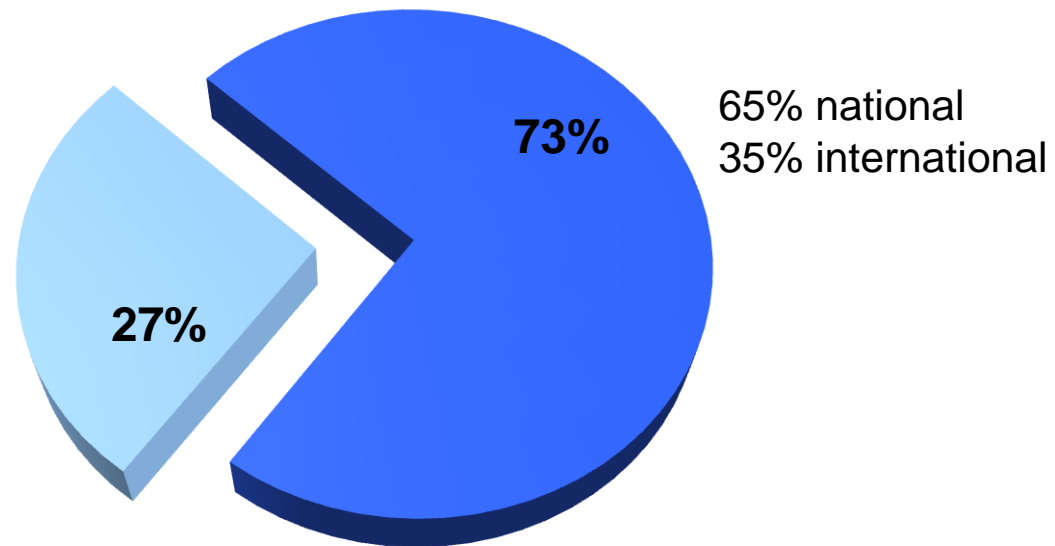
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Size of product sectors

- **EuroCIS**

- 12.662 sqm net
- 372 exhibitors

32% national
68% international



■ Communication, Information Technology

■ Security Technology

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Main topics EuroExpo

- Stand Construction
- Design
- Special Events



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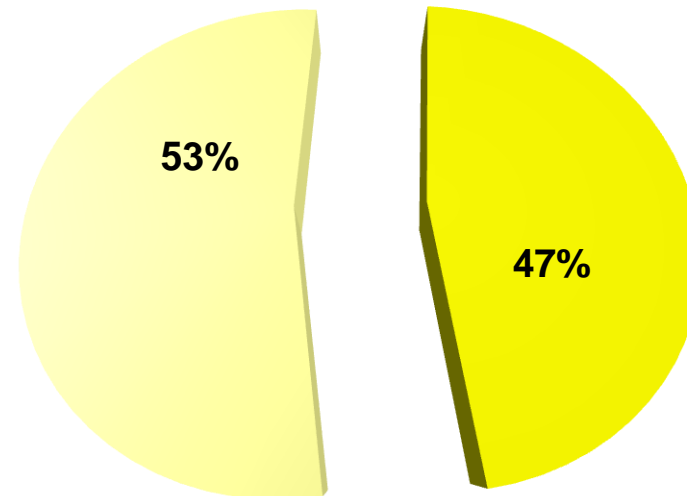
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Size of Product Sector

- **EuroExpo**
 - 9,911 sqm net
 - 225 exhibitors



- international
- national

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EuroShop visitors – your future customers.

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Your high-calibre audience: Visitor target groups for EuroShop.

- **Trade**

- Retail branches for all industry sectors
- Independent retailers from all industry sectors and group headquarters
- Fast food chains
- Skilled trade (bakeries, butchers)
- Wholesale headquarters

- **Industry**

- textiles and consumer goods industry
- Shopfitting and suppliers
- Display and promotional materials
- Information and security technology

- **Services**

- Architects, designers, interior designers
- Visual merchandiser, decorator
- Advertising and PR agencies
- Financial services and banking
- retail-related sectors, e.g. banking, restaurants, hotels, catering, food service/hospitality, leisure equipment

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Extract of EuroShop visitors

A.S. Watson, AB InBev, AB Lindex, ABC sal Abcadin, Abercrombie & Fitch, adidas, Aditya Birla Nuvo, Adolf Würth, Aelia Societe de Distribution, Aeroportuaire Aeon Retail, Agrarmarkt Austria Marketing, Ahold Europe, AIA, AIDA Cruises, Al Futtaim Retail, Aldeasa, Aldi Einkauf, Aldo Group, Alliance Boots, Allianz Versicherungen, Almacenes Exito, Alpargatas, Amazon Fulfillment Germany, American Apparel, Ann Taylor, Apetito, Apollo-Optik, Apoteket, Apple, Apranga, Aramark, Arcadia Group, Arla Foods, Artsana, Arturo Calle, Asda Stores, Aswak, Assalam, Auchan Groupe, AUDI, August Storck, Aurora Fashions, Autobahn Tank & Rast, Autogrill, Avenue Supermarts, Avis Autovermietung, AXA, Axel Springer, Aydinli, Azbuka Vkusa, Bacardi U.S.A., Baltika Group, Bang & Olufsen, Bank of America, BASF, Bata Schuh, BAUHAUS, bauMax, Bayer, Beaumanoir Groupe, bebe Stores, beeline, Beiersdorf, Beijing Hualian, Belgacom, Ben Sherman, Benetton Group, Best Buy Corporate, Bestseller, Big Star, Bijou Brigitte, Bitburger, Braugruppe, BMW, BNP PARIBAS, BoConcept, Bodum, Boeing Company, Bongrain Merchandising, Bosch und Siemens Hausgeräte, Bossini Enterprises, BP Oil, BPM, Banca Popolare di Milano, Brantano, Brau Union, Brauerei Veltins, BRAX Leineweber, Bridgestone, British American Tobacco, British Sky Broadcasting, Burberry, C&A, Calida, Caltex Australia, Calvin Klein, Calzedonia, Camaieu International, Canali, Caprabo, Carl Zeiss, Carlsberg, Danmark, Caroll International, Carrefour, Casino Groupe, Castorama, Celesio, CELIO, Cencosud Retail, Central Food Retail, Chanel, CHIEMSEE, China Resource Vanguard, Chongqing General Trading, Chopard & Cie, Christian Dior, Chupa Chups, Cia Hering, Clarks International, Coach, Coles Supermarkets, Color Line, Colruyt, Columbia Sportswear Company, Commerzbank, Comptoir des Cotonniers, Conad, Continental Reifen Deutschland, Converse, COOP, Cora, Corporacion Favorita, Cortefiel, Costco Wholesale Corporation, Cotton On Group, Coty, Crédit Agricole, Credit Suisse, Crocs Europe, D. Swarovski & Co, Dairy Farm International Holdings, Danone, Dansk Supermarked, Davidoff, DB Debenhams, Décathlon, Deckers Outdoor, Deichmann, Delhaize, Desigual, Deutsche Bank, Deutsche Post, Deutsche See, DFS Group Limited, Dia, Diageo, Diesel, Digital, Dirk Rossmann, Disneyland Resort Paris, DIVA, Dixons Retail, Dixy, dm-drogerie markt, DO & CO, DocMorris International Retail, Dollar General Corporation, Douglas, Dr. Oetker Frischeprodukte, Dunnes Stores, E. Leclerc, ECCO Sko, ECE Projektmanagement, Eckes Granini, EDCON, EDEKA, EDF, eisemann Tiefkühl-Heimservice, El Corte Inglés, El Palacio de Hierro, Eldorado, Electronic Arts, Elkor Group, Emke Group, Emmi Frischprodukte, Empik, ENBW, Engel & Völkers Residential, Engen Petroleum, Epicentr, Ermenegildo Zegna, ESCADA, Esprit, Essanelle Hair Group, Estée Lauder Companies, Etam Lingerie, Etihad Airways, ETK, Europa-Park, Falabella Retail, Fast Retailing, Fawaz AlHokair Company, Feinkost Käfer, Fendi, Ferrero Fielmann, Fitness First Germany, FNAC, Food Lion, Foodstuffs New Zealand, Foot Locker, Ford-Werke, Forever 21, Foschini Retail Group, Fossil Group Europe, Fozzy Group, France Télécom, Fraport, Fressnapf Tiernahrungs, Frito-Lay, Fujiya, Future Group, Galeries, Lafayette, GameStop, GAP, Gebr. Heinemann, geobra Brandstätter, PLAYMOBIL, Geox, Gerhard D. Wempe, Gianni Vesace, Giant Stores, Gina Tricot, Giorgio Armani, Godiva, Good People, Gregg's, Griesson - de Beukelaer, G-Star International, Gucci, Guess Europe, H&M, H.E.B, Halfords plc, Hamm, Reno Group, Hapag-Lloyd, Happy Chic, Haribo, Harley-Davidson Motor Company, Harrods, Harvey Nichols, Harvey Norman, Heineken International, Henkel, Hilti, HOCHTIEF AirPort, Home Depot, Home Retail Group, Hornbach Baumarkt, House of Faser, Hublot, HUGO BOSS, Hunkemöller, ICA, Icebreaker Limited, Ikea, Imaginarium, Imperial Tobacco, Inditex, ING, INTERSPORT, International Iper Montebello, ITM, Internarché, JAB, Josef Anstoetz, JD Group, JMR Biedronka, John Lewis Partnership, Johnson & Johnson, JTI - Japan tobacco International, Kamps, KappAhl, Kesko Food, Kiabi, Kingfisher Group, Kinopolis Management Multiplex, Kmart Australia, Kohl's Corporation, KPN Retail, Kraft Foods Deutschland, Kuwait Petroleum Belgium Q8, Kwatsons Ghana, La Poste, La Rinascente, Lacoste, Lady & Gentleman City, Lagardère Services, Landmark Gulf Group, Lanvin, Lanxess Arena Köln, Laura Canada, Lavazza Coffee Shops, LC Waikiki, Leder & Schuh, LEGO System, Lenta, Leroy Merlin, Levi Strauss Europe, LG Fashion, Lianhua Supermarket Holdings, Lidl, Limited Brands, Lindt & Sprüngli, Liverpool, Liz Clairborne, Loblaw Companies, Limited, L'Occitane en Provence, Lojas Riachuelo, Longchamp, L'Oréal, LOTTE Group, Louis Vuitton, LPP, Lufthansa, Lululemon Athletica, Lumene Oy, Luxottica M. Video, Macys, madura fashion & lifestyle, Magnit, Mahindra Retail, Mango Punto Fa, Mapei, Marina Rinaldi, Marisa Lojas, Marisol Comercio do Vestuario, Marks & Spencer, Massmart, Maus Freres, Max Mara Maxima Grupé, Mazda Motors Europe, McArthurGlen Group, McDonalds Europe, Media-Saturn-Holding, Mega retail, Melon Fashion Group, Mercator, Metersbonwe, Metro Group, Mexx Europe, Meyer Werft Miele & Cie, Migros, Miroglio Fashion, Molkerei Alois Müller, Monsoon Accessorize, Morrisons, Mr. Bricolage, MSC Cruises, Mulberry, Neiman Marcus, Nestlé Suisse, New Look Retailers, New Yorker, Next PLC, NH Hotels Deutschland, Nike, Nokia, NORDSEE, Nordstrom, NorgesGruppen, O Boticário Oakley, OBI, Office Depot, OKEY, OMV, Ostin, Otto Group, Oxygene Holdings, Pantaloon Retail India Limited, Park N Shop, Peek & Cloppenburg, PEP Retail, Pepe Jeans Group, PepsiCo, PetSmart, Philip Morris, Pilgrim, Polo Ralph Lauren, Porsche, Prada, Pret A Manger, Prezunic Comercial, Primark Stores, Procter & Gamble, Promod, PT Metropolitan Retailmart, Puma, Punto Roma, QVC Handel, Rabobank, Rainbow Department Store, Red Bull, Reitan Servicehandel, Reitmans (Canada), Reliance Retail Limited, Renault, RenRenle Commercial Group, REWE, Richemont, River Island, Robinsons & Co., Rolex, Sainsbury's Supermarkets, Scandlines Danmark, Schiphol Airport Retail, Sears Holdings Corp., Sephora USA, SFR, S-Group, Shinsegae E-Mart Shoppers, Stop Limited, Shoprite, Siemens, Signet Trading, Sixt, Sixty, Sobeys, Sonae Group, Soriana, SPAR International, SPAR Österreichische Warenhandels, Specsavers, Spinneys, Staples, Starbucks Coffee Company, Statoil Fuel & Retail, STIHL, Strellson, Supermercados Zona, Sul SuperValu, Swatch, Système U Tally Weijl, Trading, Tangs, Target Corporation, Tchibo, Tesco Stores, The Body, The Coca Cola Company, The Container Store, The Just Group, The TJX Companies, The Walt Disney Company, The Wrigley Company, THUN, ThyssenKrupp, Tim Hortons, Titan Industries, Tod's, Tommy Hilfinger Top Secret, Total, TOUS, Toys 'R' Us, Triumph Intertrade, True Religion Brand Jeans, TUI, TUMI, Turkcell, UBS, Unicredit Unilever, Urban Outfitters, Valora, Value Retail, Van Gogh Museum Enterprises, Vapiano, Varner Retail, VF Corporation, Vion Retail Nederland, Volkswagen, VOLVO Trucks, Walgreen Co, Wal-Mart Stores, Warsteiner Brauerei-Haus, Wegmans Food Market, Westfield Shoppingtowns, Whitbread Plc – Costa, WMF, Woolworths, World Co., X5 Retail Group, XXXLutz Yum Brands, Yves Rocher Groupe, Zwilling J.A. Henckels



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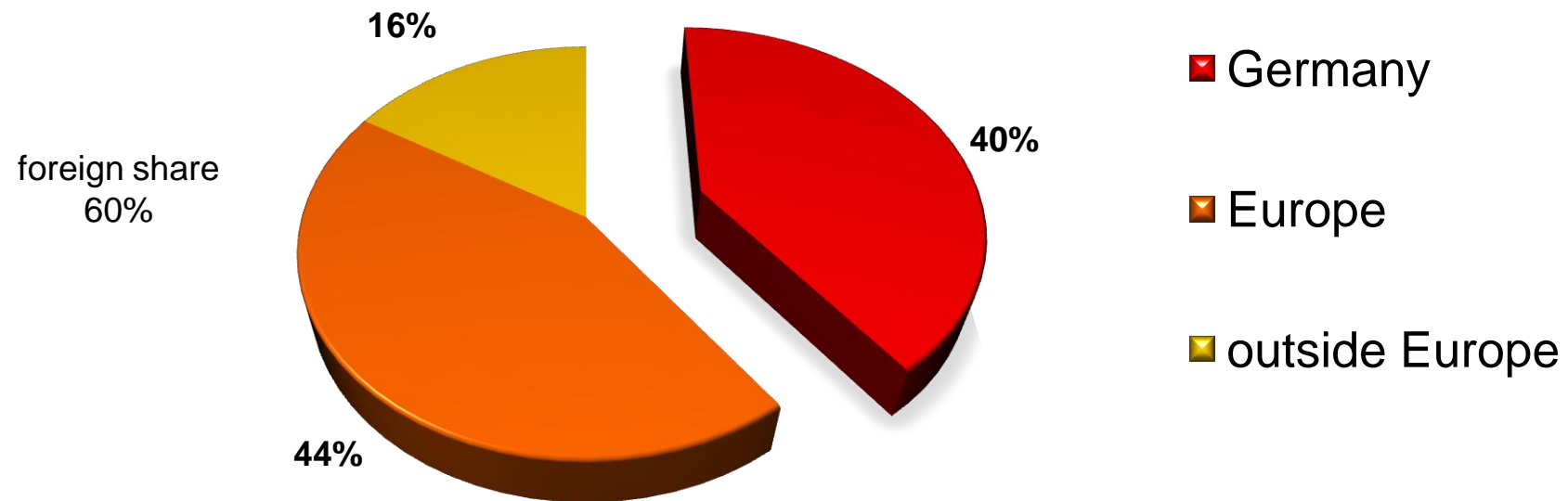
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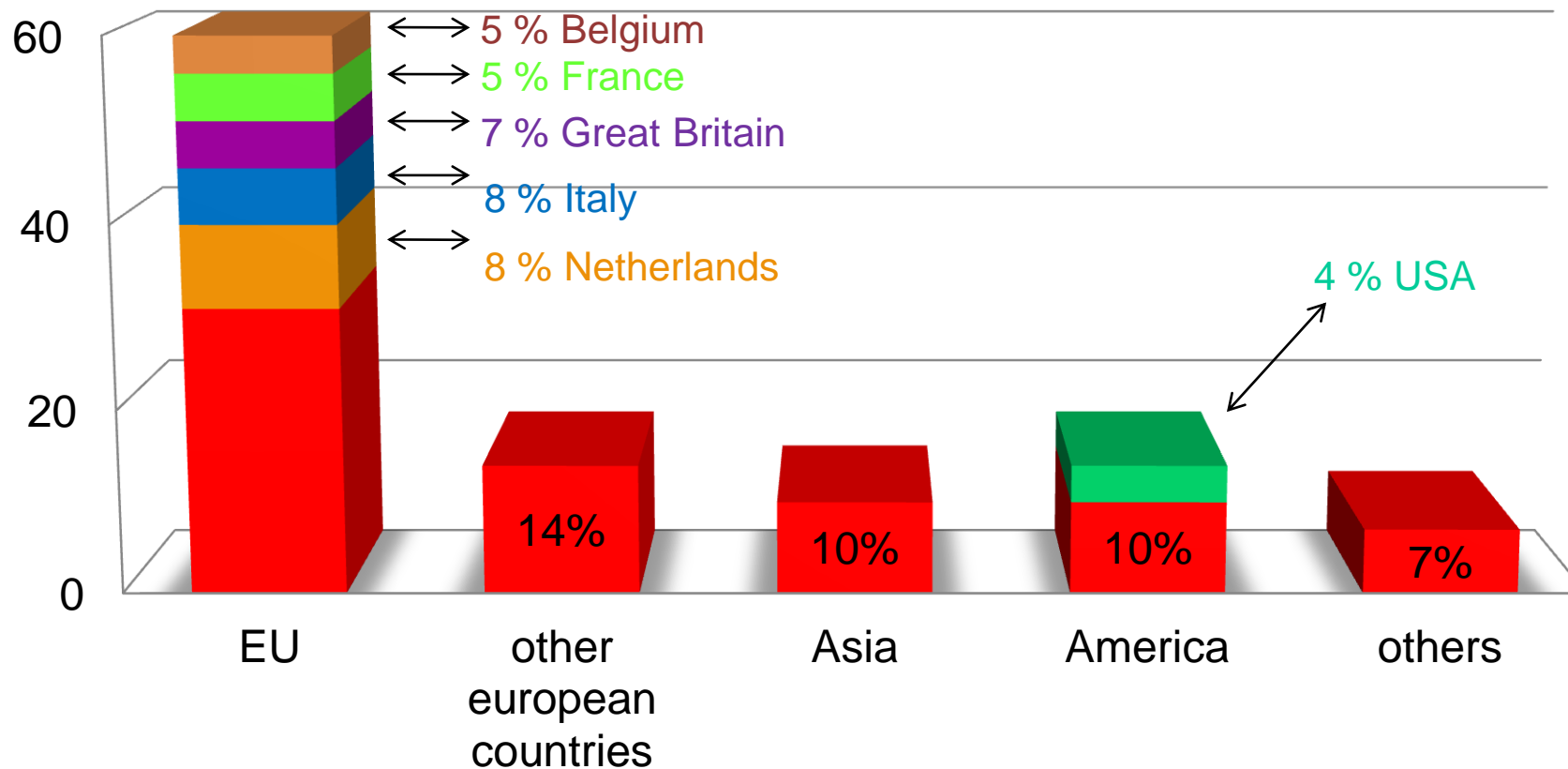
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**The world is your guest at EuroShop:
107,269 visitors from 92 countries (in 2011)**



Origin of the visitors



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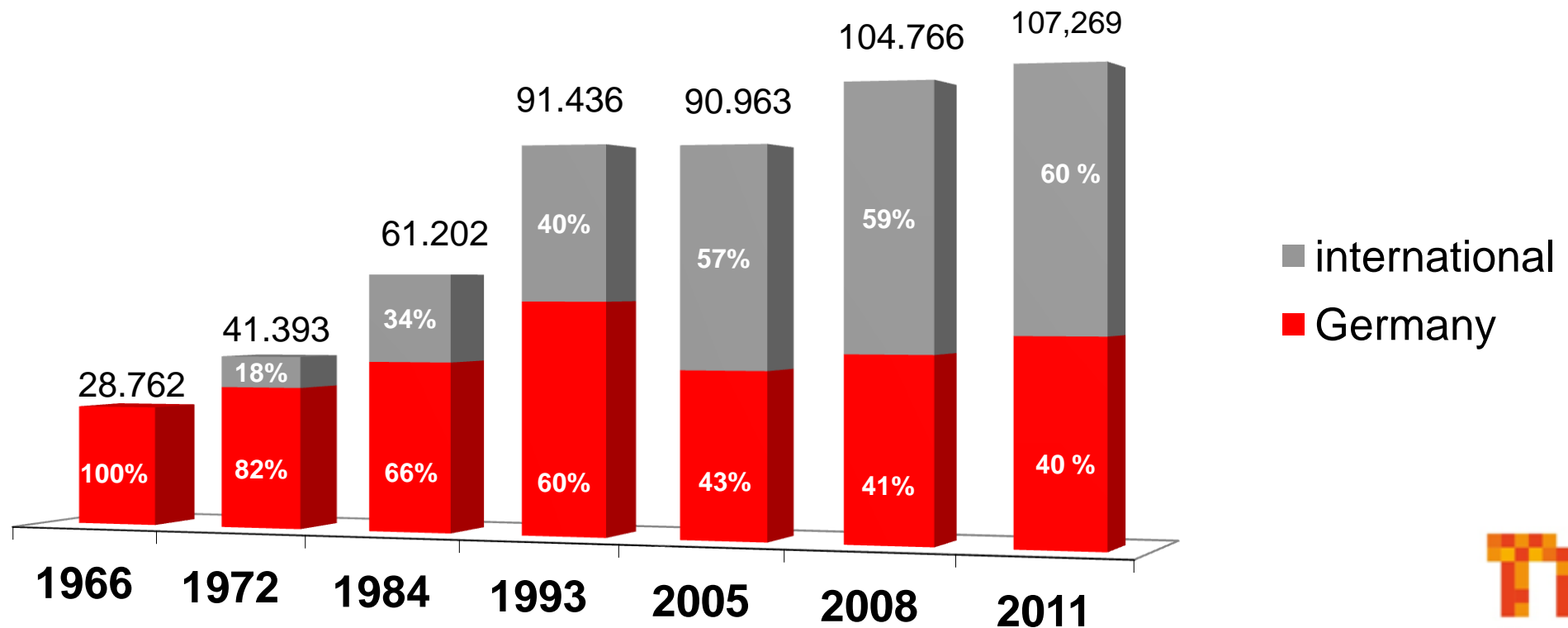
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An indicator of relevance: Excellent increase in visitor figures



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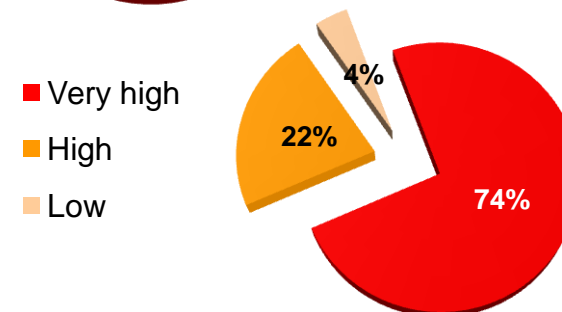
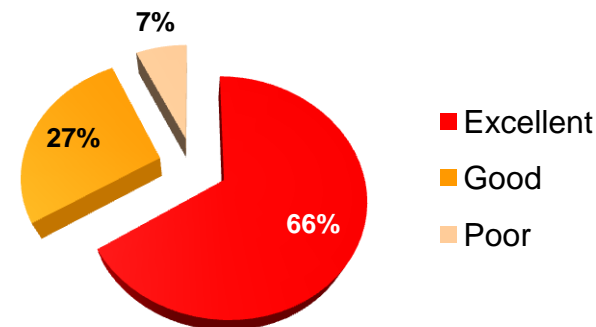
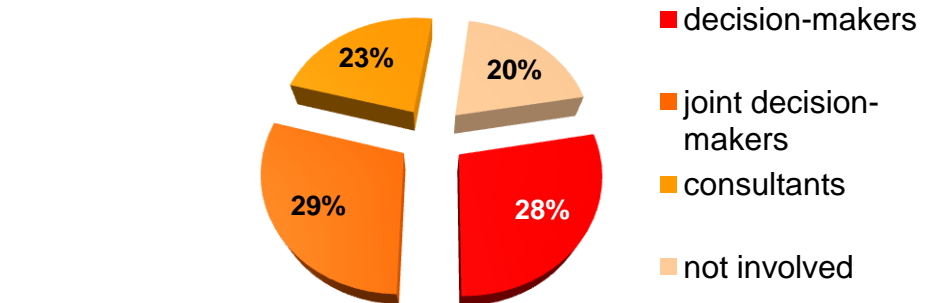
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EuroShop: The driver for your success

96% of the exhibitors at EuroShop were satisfied:

- For example due to the high proportion of decision-makers amongst the visitors
- For example due to the good prospects for post-fair business
- For example in terms of the marketing and image boost thanks to exhibiting at EuroShop



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Another stage for you to shine on: The EuroShop ancillary program

An attractive crowd-puller and at the same time the ideal platform for you as an exhibitor to present your company:

- Exciting special shows
 - EuroShop Designer Village
 - MQ-City
 - POPAI Global Village
 - Digital Signage Plaza



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Special Show „MQ City“

Mannequins @ EuroShop 2011 - Visual Merchandising at its Best



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Another stage for you to shine on:
The EuroShop ancillary programme

- Congresses & Forums
 - EuroShop Retail Design Conference
 - International EuroShop POP Conference
 - EuroCIS Forum
 - EuroShop Forum Architecture & Design
 - POPAI Forum
 - ECOforum



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Another stage for you to shine on: The EuroShop ancillary programme

- International Awards
 - EuroShop Retail Design Award
 - EuroShop Japanshop Award
 - retail technology awards europe
 - POPAI Awards D-A-CH
 - AIT Innovation Award
 - Top-Product Retail



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@ EuroShop 2011

- Global POPAI Village
- POPAI Forum
- International EuroShop POP Conference
- POPAI Awards



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Conclusion:

There are lots of reasons to participate at EuroShop.

Here are the top three:

Quality, International presence and size:



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Quality

EuroShop is a trend barometer and a platform for innovations in the retail trade and among its partners.

- High-calibre visitors including a lot of decision-makers
- A venue for making excellent and long-lasting business contacts
- Achieves a measurable return on investment
- A first-class exhibitor portfolio
- Ideal subdivision of the four areas of activity
- Unusually high quality stands

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International presence and size.

EuroShop is the leading international trade fair for retail investments.

- 107,269 visitors from 92 nations
- 2.036 exhibitors from 53 countries
- 107.971 sqm net

EuroShop – size plus variety plus clarity.



Ideal conditions

- **EuroShop's quality, quantity und internationality are unparalleled in the retail sector. But EuroShop has got even more to offer:**
 - the international ancillary programme of congresses, forums and special exhibitions
 - the excellent services provided by Messe Düsseldorf
 - Düsseldorf as a highly attractive location for trade fairs:
 - Excellent national und international transport connections
 - The headquarters of the key European retail chains can all be reached in under an hour by air
 - International (purchasing) atmosphere

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**EuroShop 2014 – the services provided by Messe
Düsseldorf:**

Internet, PR services, publicity.

Always there for you - Internet services at EuroShop.

- **www.euroshop.de – all facts & figures:**
 - permanent exhibitor data base with comprehensive additional information
 - Current industry information
 - special shows, partners etc.
 - EuroShop image film with impressive pictures
 - video clip of EuroShop 2011 (Media center)
- **exhibitor.euroshop.de – Service for exhibitors:**
 - opportunities for adding comprehensive information about your company and products in the online data base (included in the media lump sum)
 - placement of your logos, banners and links to your homepage
 - online ordering of all technical services (OOS-OnlineOrderSystem)
- **Details in the „ServiceCompass“**

The screenshot shows the EuroShop website interface for the 2014 event. At the top, it features the EuroShop logo and the event dates: 16. – 20.2.2014, The Global Retail Trade Fair, Düsseldorf, Germany. Below the header is a navigation menu with links for Home, Firmen & Produkte, Besucher-Service, Aussteller-Service, and Presse-Service. A search bar is located on the right. The main content area is divided into several sections: 'News & Business Facts' with a list of topics like CIS, Concept, Expo, Sales, Archiv, Newsletter, and Newsletter-Archiv; 'Die vier Bereiche' (EuroCIS, EuroConcept, EuroExpo, EuroSales); 'EuroShop multimedial' with links to impressions, YouTube channel, and galleries; and 'Media Partner'. The 'Fokusthemen' section highlights three topics: 'Schau mich an, ich bin ein Umsatzbringer!', 'Entsorgung, Recycling, Reinigung', and 'Dramaturgie in der Ladengestaltung'. A 'News' section lists various industry updates. On the right side, there is a 'Der Countdown zur EuroShop: In...' timer showing 655 days, 01 hours, 32 minutes, and 08 seconds remaining. Below the timer are social media links for EuroShop on Twitter and an 'Ideeller Träger' section for EHI Retail Institute, which includes a 'mobile.euroshop.de' link and a 'Live Demo' button.

Internationale press exposure for you: PR services at EuroShop.

- Press conferences in approx. 20 countries
- Regular distribution of press releases and trade press articles
 - (5 languages)
- Intermediation and provision of interviews
- Provision of a photo-CD with over 60 photos from EuroShop for journalists
- Special service for International journalists in the Press Centre during the show
- Provision of press pigeonholes (45 €)
- Free services for exhibitors:
 - Compilation and provision of an international trade press list
 - Co-ordination of your scheduled press conferences and PR activities
 - Publication of your press conferences and activities during the show
 - Publication of your product highlights
 - Provision of press pigeonholes (45 €)
- Details in the „ServiceCompass“



Working for you around the world: EuroShop publicity.

- Placement of advertisement in the national and international trade press
- Direct mailings to some 100,000 addresses both inside and outside Germany
- Support by our foreign representatives on site
- Information stands at other exhibitions and events
- Services for exhibitors:
 - Support for your own promotional activities
 - numerous attractive promotional aids (mostly complimentary), e.g.
 - admission ticket voucher
 - Correspondence stickers printed with your stand no.
 - Visitor leaflets
 - Posters, etc.
 - Special travel packages for visitors (and exhibitors)
- Details in the „ServiceCompass“

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Personal Support – in 107 countries and here on-site:

- **Your contact in Düsseldorf:**

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Ms. Julia Koch

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40474 Düsseldorf

- Germany

- **For full details on the EuroShop-Team and details about Messe Düsseldorf's international offices visit: www.euroshop.de/2120**