

EuroShop

All Dimensions of Success

The World's No. 1 Retail Trade Fair

5 – 9 March 2017

Düsseldorf • Germany • www.euroshop.de



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EuroShop – 1966 born in Duesseldorf!



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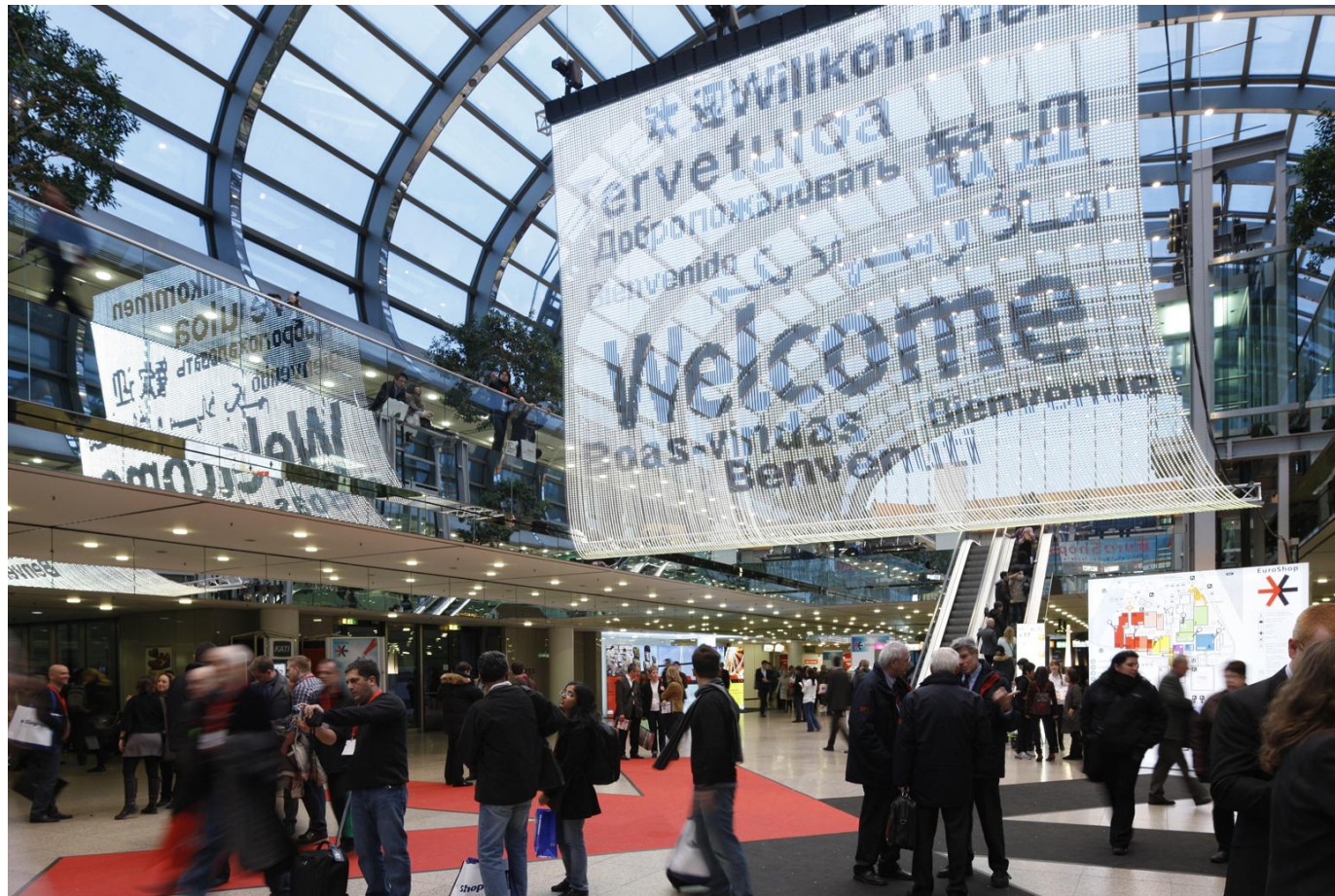


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EuroShop – Welcome to the World's No. 1 Retail Trade Fair



EuroShop – what you need to know

Show dates: Sunday – Thursday (5 to 9 March 2017)
from 10 am to 6 pm

Your advantages if you buy the ticket online:

- save 40% (50 Euro online for a daily ticket, 70 Euro on site)
- free travel with all public transport of VRR with your e-ticket to get to the show
- Not waiting at the cash desk, you go directly on the fairgrounds



EuroShop – What you need to know

Stand rental

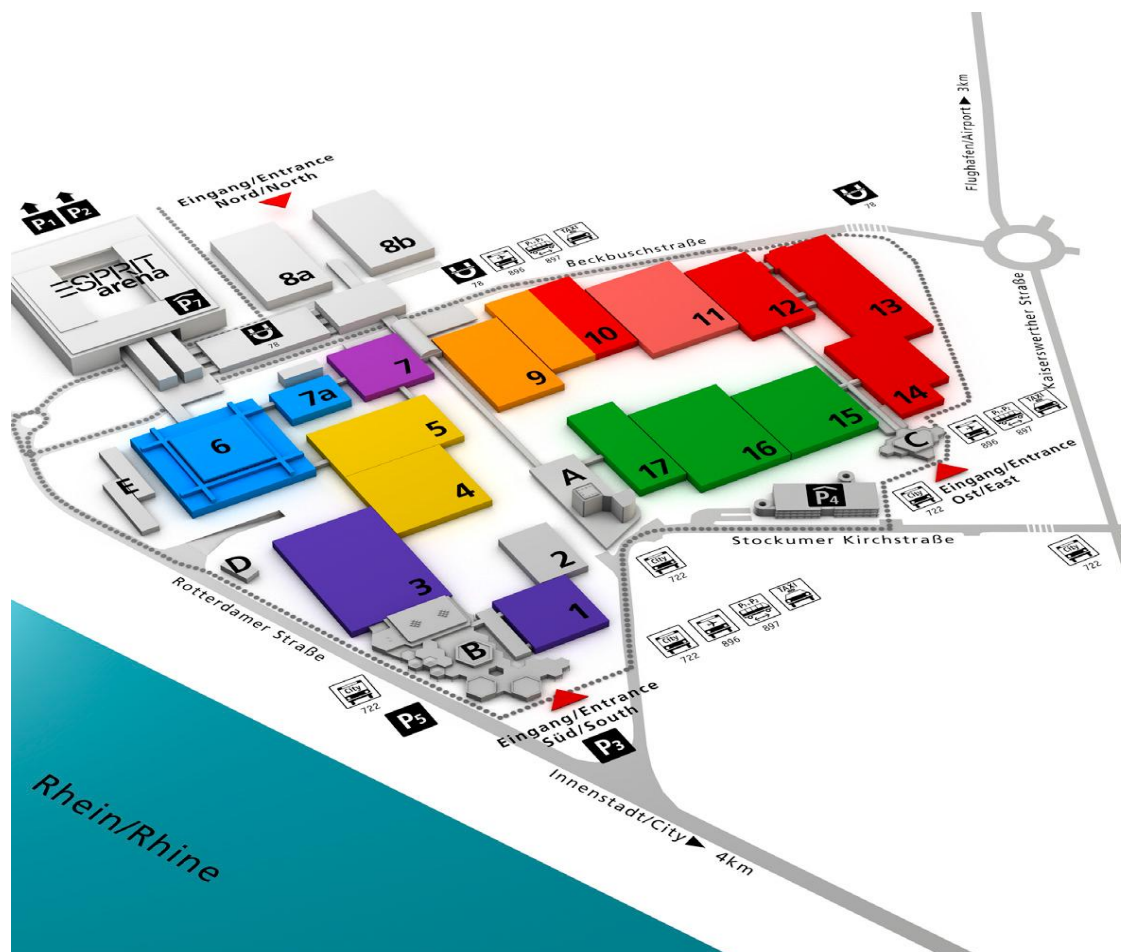
row stand:	227,– €	per sqm
corner stand:	236,– €	per sqm
end of block:	242,– €	per sqm
island side:	248,– €	per sqm
in open air area:	100,– €	per sqm
media lump sum:	380,– €	
AUMA contribution	0,60,– €	per sqm
Co-exhibitor fee	800,– €	

Prepayment for technical facilities 25 ,– € per sqm

(only for new exhibitors, old exhibitors can take reference from the consumption at EuroShop 2014)



EuroShop 2017: The new 7 dimension



Hallen/Halls 1 + 3	POP Marketing ■ Signage ■ Displays ■ Outdoor Communication
Hallen/Halls 4 + 5	Expo & Event Marketing ■ Stand Construction & Equipment ■ Brand Communication ■ Communication Design ■ Event Technology
Hallen/Halls 6 + 7a	Retail Technology ■ Retail Software ■ PoS Technology ■ Mobile Solutions ■ eCommerce ■ Payment Systems
Hallen/Halls 9 + 10	Lighting ■ Systems ■ Design ■ Technology
Halle/Hall 11	Visual Merchandising ■ Display Mannequins ■ Store & Window Decorations
Hallen/Halls 12 – 14	Shop Fitting & Store Design ■ Fixtures & Equipment ■ Architecture ■ Store Planning
10	Materials & Surfaces
Hallen/Halls 15 – 17	Food Tech & Energy Management ■ Refrigeration ■ Building Automation ■ Cooking & Baking Solutions
Halle/Hall 7	Special Exhibits



POP Marketing

A dimension that sets signals.

For effective marketing communication indoors and outdoors.



- Signage
- Displays
- Outdoor Communication

hall 1 + 3

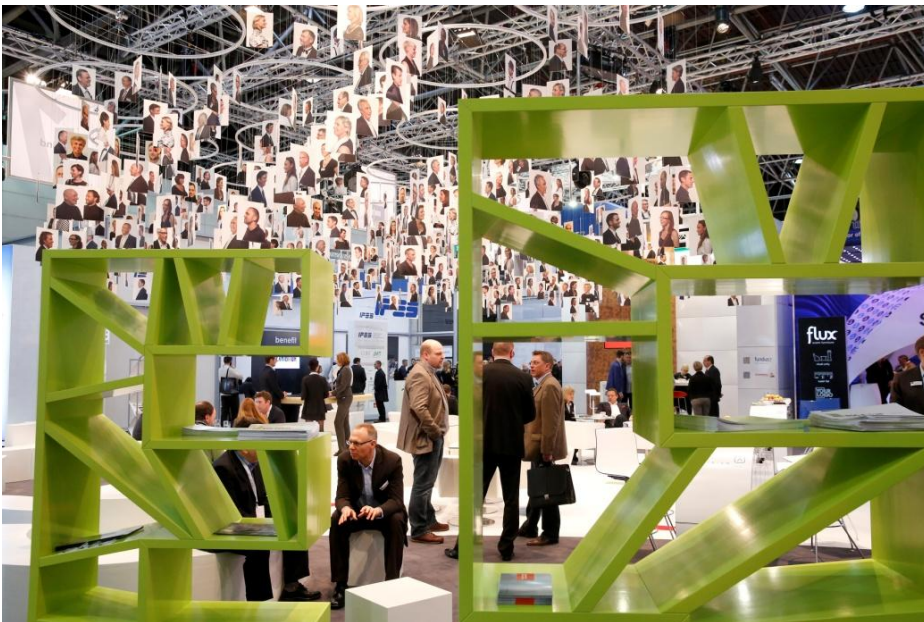
400 exhibitors

appros. 13,000 sqm net space



Expo & Event Marketing

**This business is show business – and much more:
The dimension for visitors with high creative expectations.**



- Stand Construction & Equipment
- Brand Communication
- Communication Design
- Event Technology

hall 4 + 5
(2014: hall 9 and 10)
appros. 260 exhibitors
12,000 sqm net space



Retail Technology

The EuroCIS.

A familiar EuroShop regular. In 2017 as one of the 7 dimensions.

As ever, the meet and greet for retail technology pros.

With the hottest topics and sights set firmly on the future.



- Retail Software
- PoS Software and Hardware
- Mobile Solutions & Technologies
- Omnichannel-Management
- Payment Systems
- Big Data



hall 6 + 7a
appros. 470 exhibitors
16,000 sqm net space



Lighting

**A dimension illuminated by unlimited possibilities.
Stagings that are groundbreaking, emotional, energy-efficient
and aesthetic.**



- Systems
- Design
- Technology

hall 9 + 10
appros. 200 exhibitors
12,000 sqm net space





Visual Merchandising

The POS world of experiences.

Is this still a store or is it a stage?

Fascination is assured in this dimension.



- Display Mannequins
- Store & Window Decorations

hall 11

(2014: hall 4)

approx. 230 exhibitors

7,000 sqm net space



Shop Fitting & Store Design

Space for creative interiors – from the efficient standard solution through to international high-end retail design. With the top acts of EuroShop Designer Village and the Architecture & Design Forum.



- Fixtures & Equipment
- Architecture
- Store Planning
- Materials & Surfaces

hall 12 -14

appros. 500 exhibitors

40,000 sqm net space



Food Tech & Energy Management

From refrigeration units and technology, energy control and building automation through to cooking and baking solutions for the retail and restaurant trade. A key dimension.



- Refrigeration
- Building Automation
- Cooking & Baking Solutions

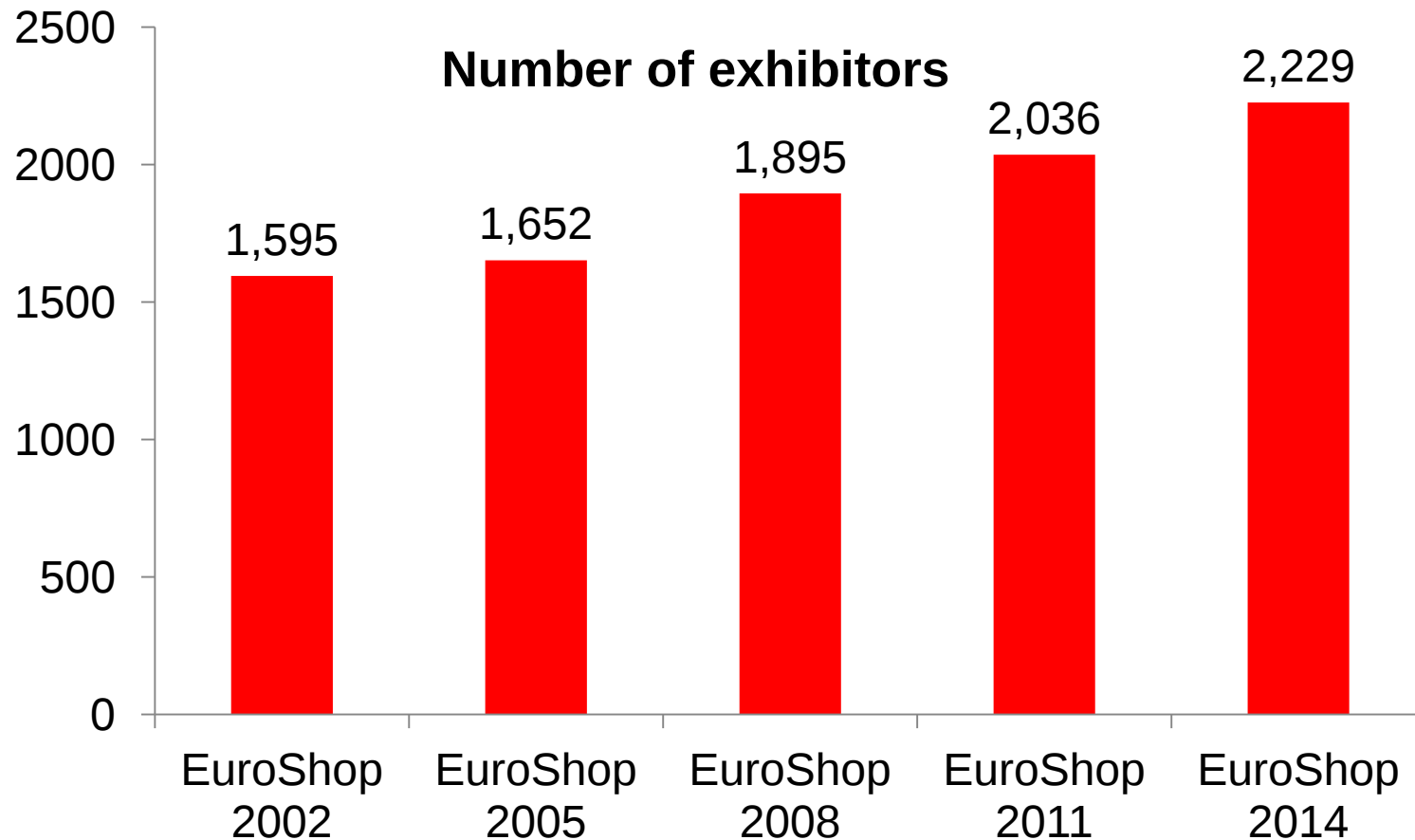
hall 15 - 17

appros. 240 exhibitors

20,000 sqm net space



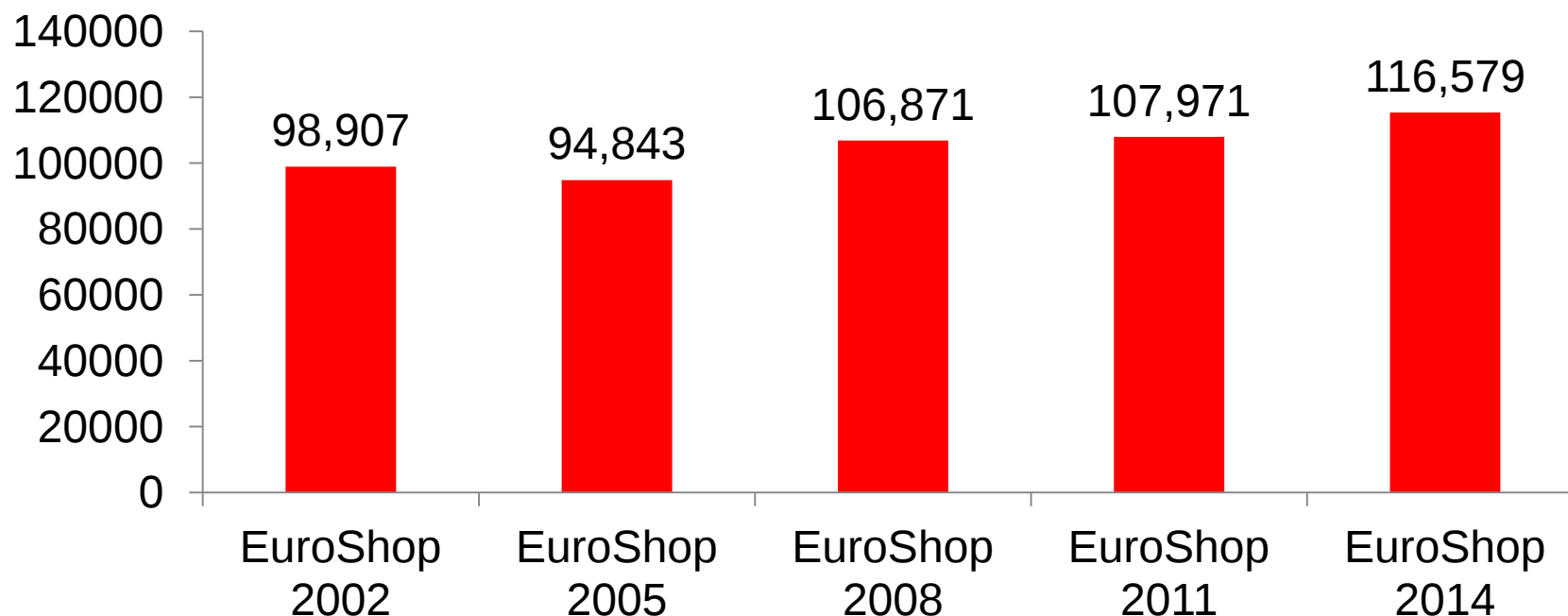
EuroShop 2017 – your chance for business every three years





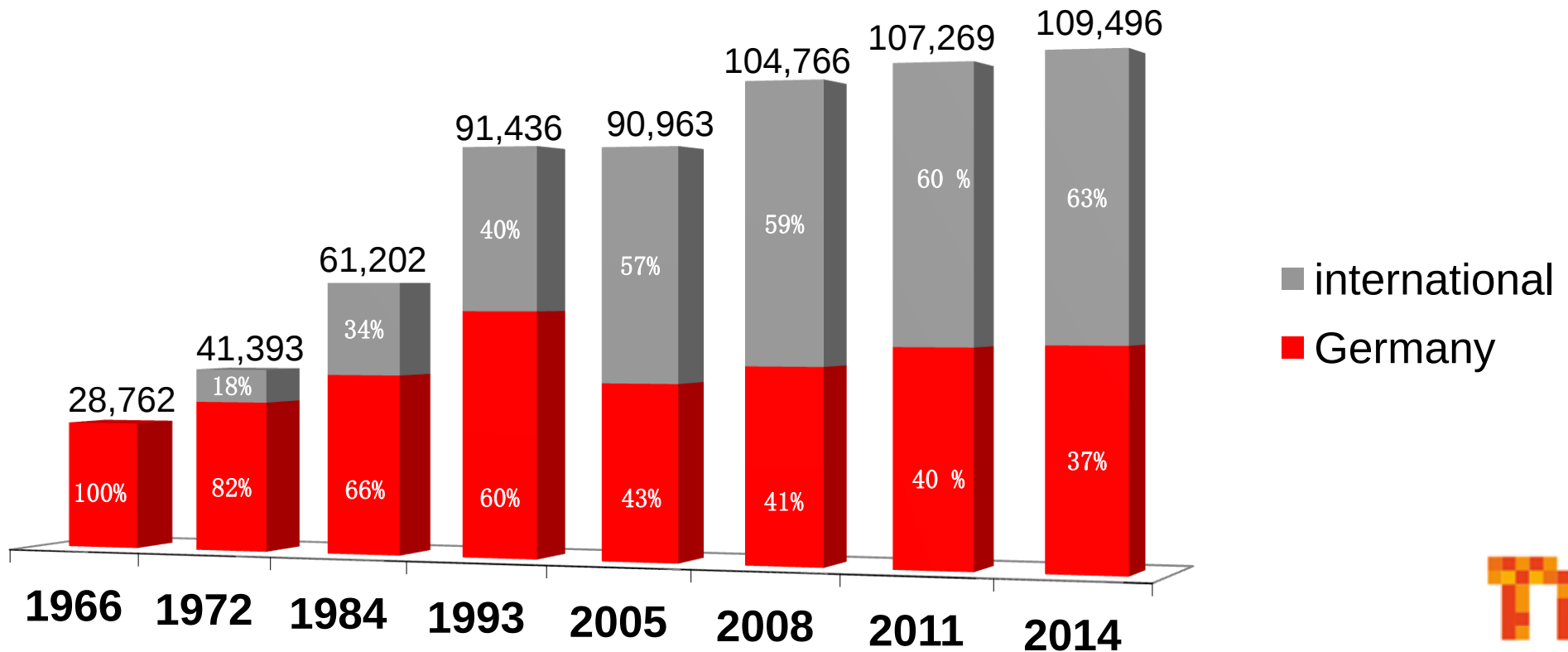
EuroShop 2017 – your chance for business every three years

Sold square meters





Excellent increase in visitor figures



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

Extract of EuroShop visitors

A.S. Watson, AB InBev, AB Lindex, ABC sal Abcdin, 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 Versicherungs, 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, Carroll 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, eismann 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 Galleries, Lafayette, GameStop, GAP, Gebr. Heinemann, geobra Brandstätter, PLAYMOBIL, Geox, Gerhard D. Wempe, Gianni Versace, 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,

Extract of EuroShop visitors

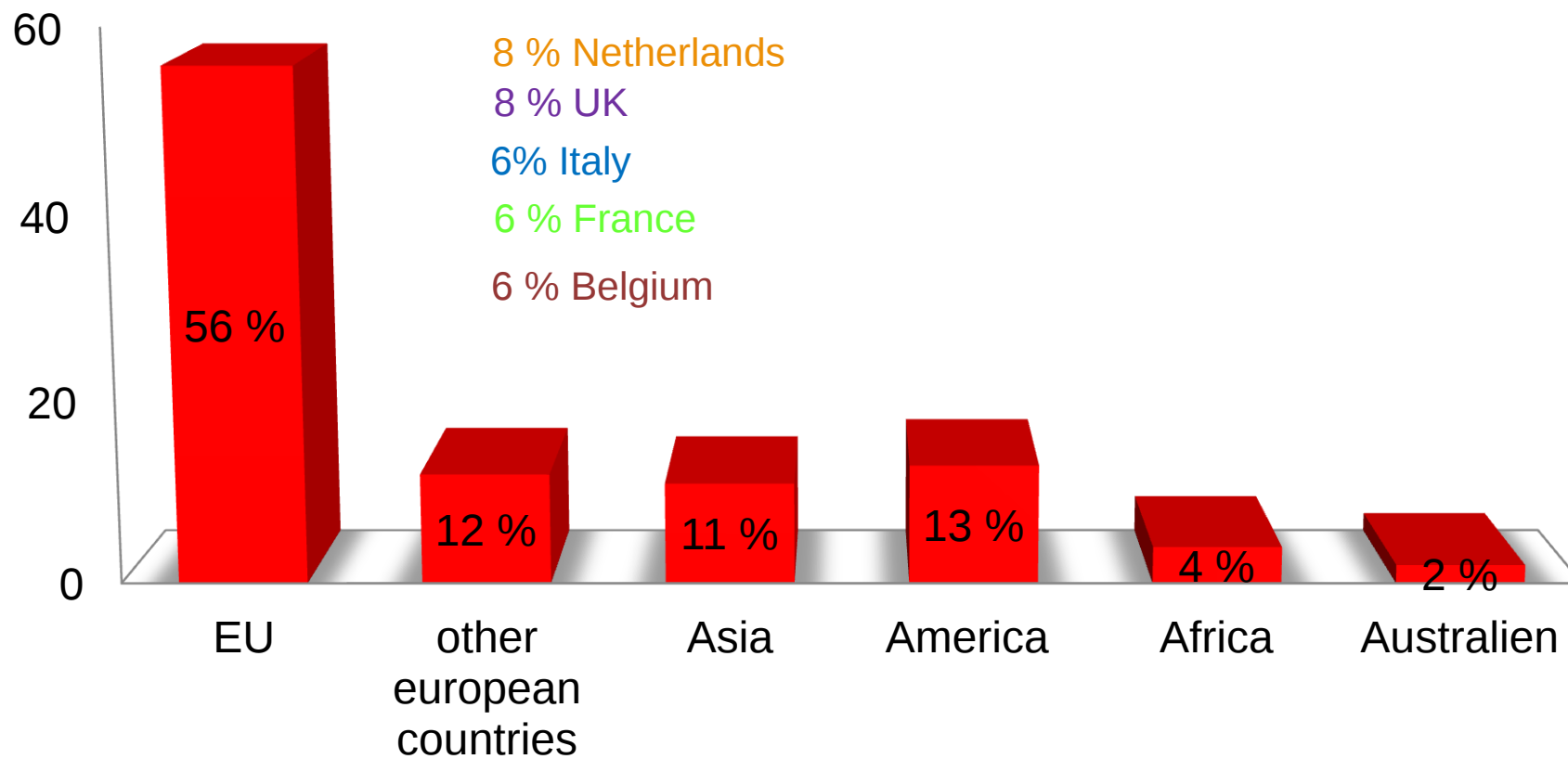
HOCHTIEF AirPort, Home Depot, Home Retail Group, Hornbach Baumarkt, House of Faser, Hublot, HUGO BOSS, Hunkemöller, ICA, Icebreaker Limited, Ikea, Imaginarium, Imperial Tobacco, Inditex, ING, INTERSPORT, International Iper Montebello, ITM, Intermarché, JAB, Josef Anstoetz, JD Group, JMR Biedronka, John 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, Oxylane 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 Hilfiger 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

The Global Flagship Event: The world meets at EuroShop!





Origin of the visitors



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We welcome *YOU* at EuroShop 2017!

Special service for visitor groups:

- Welcome reception for visitor groups
- Support for working out the programme during your stay
- Guided tours on demand in Düsseldorf and surroundings

Another stage for you to shine on: The EuroShop ancillary programme – Congresses and Forums

- POPAI Global Village
- BMWI Area
- Expo & Event Forum
- EuroCIS Forum
- Omnichannel Area
- Omnichannel Forum
- Lighting Designers' Zone
- Italian Lighting Zone
- EuroShop Forum Architecture & Design
- VMM with Worldskills
- EuroShop Designers Village
- ECOpark



Another stage for you to shine on: **Das EuroShop Rahmenprogramm – Kongresse und Foren**

- EuroShop Retail Design Award
- Retail Technology Award



- Scientific Prize
- TOP Retail Product
- Innovation Prize Architecture
- EuroShop After Work Party



EuroShop Retail Design Award winners in 2015:

**Hershey's Chocolate World,
Las Vegas/USA**



**Jablka Adama (Adam's Apples),
Poznan/Polen**

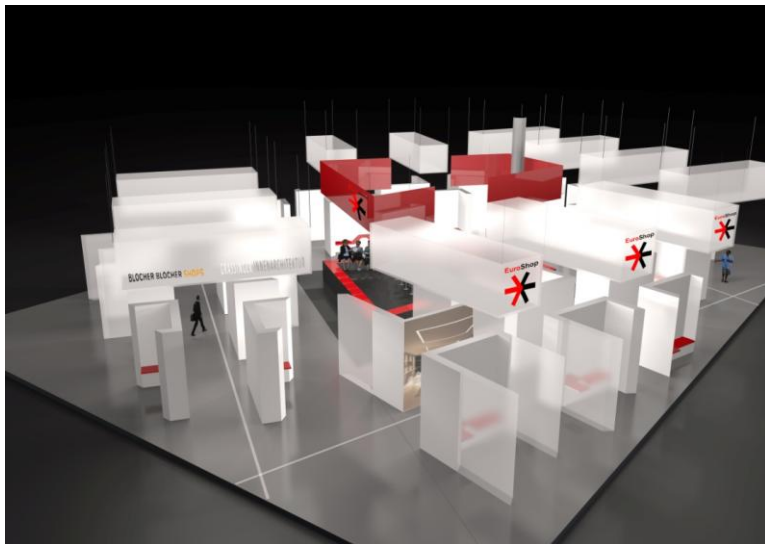


**Replay The Stage,
Mailand/Italien**





Special areas: Designer Village in pavilion 12



- 28 cubicles
- international
- With very design-oriented Bar zone
- Designed by Tim Baran, student of FH Dusseldorf

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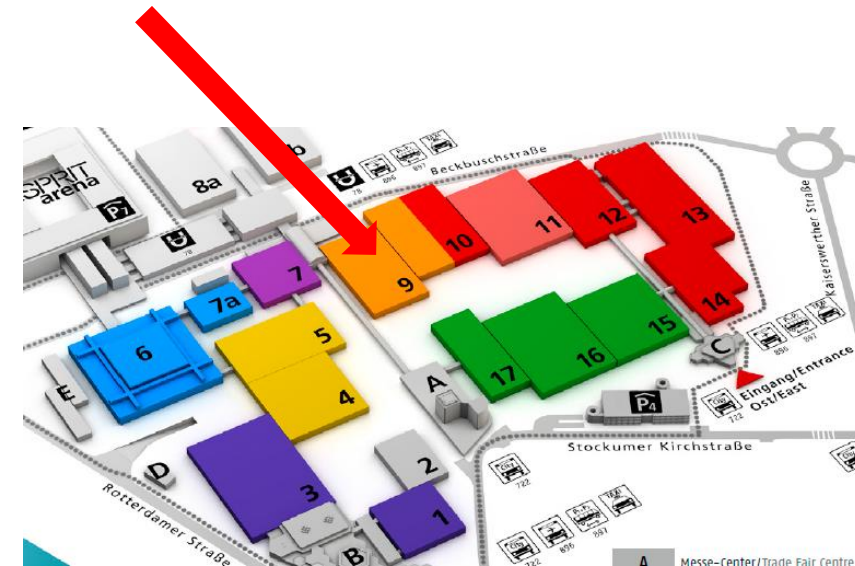
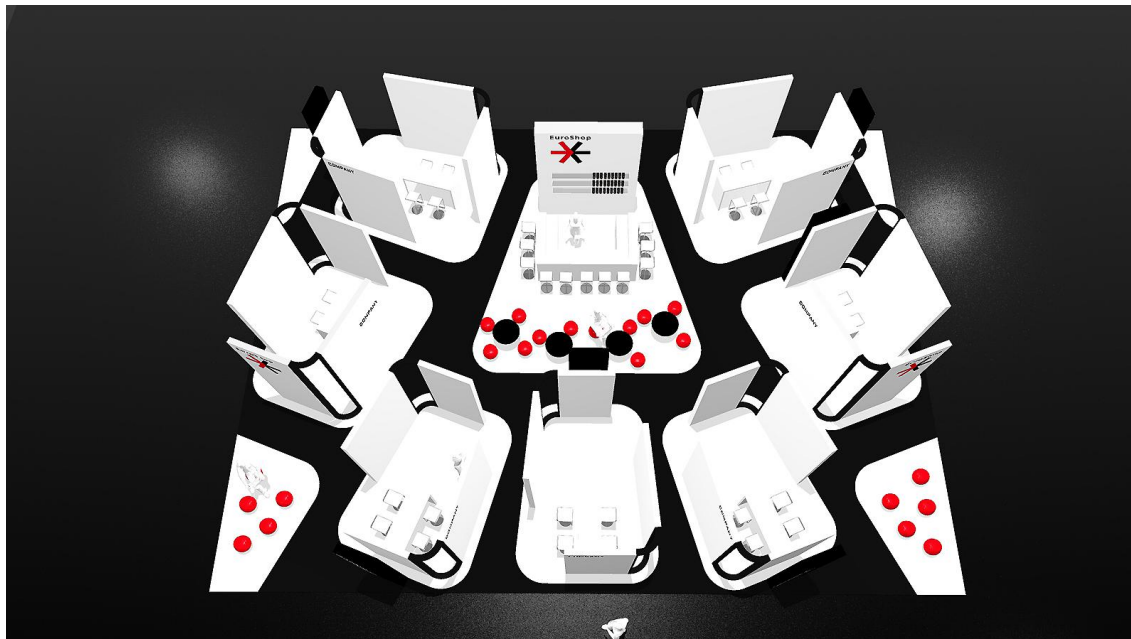


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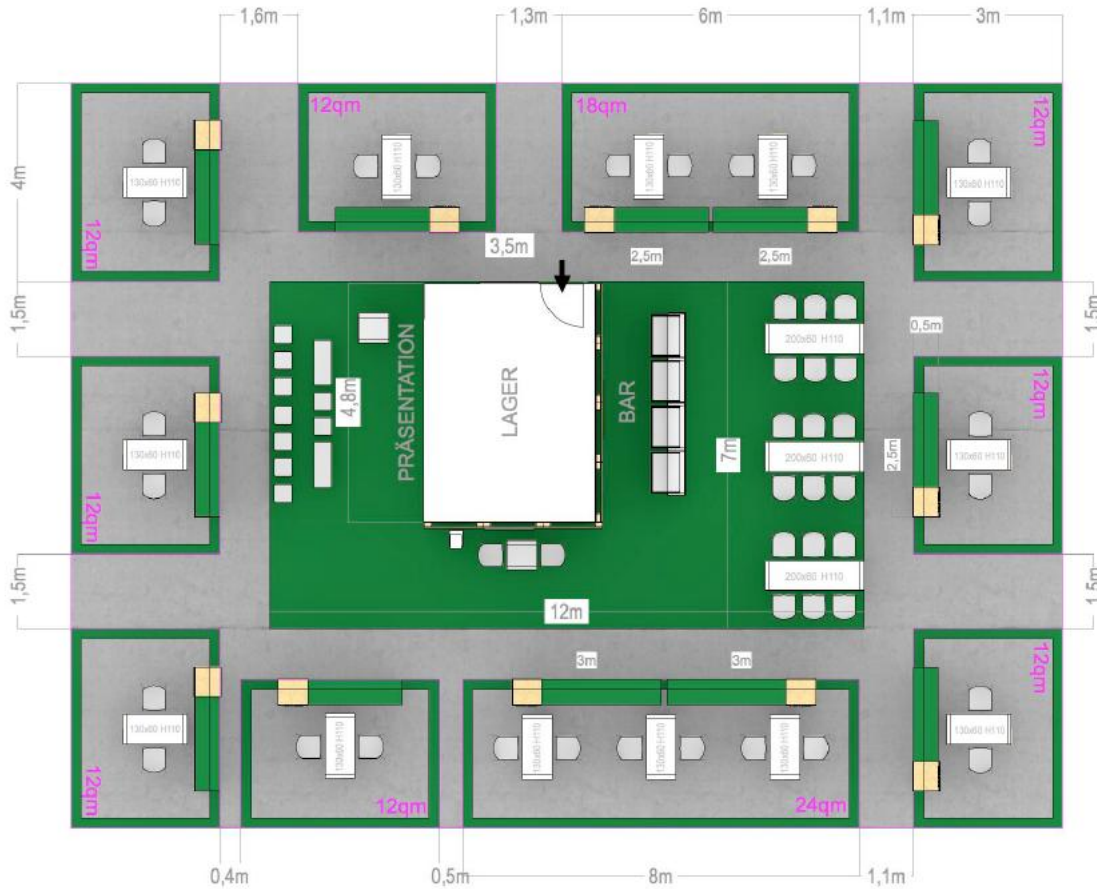
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Special areas: Lighting Designers` Zone in pavilion 9/10



Special area: EcoPark in hall 15



10 exhibition areas in 3 versions



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- **Global POPAI Village**
international presence from Argentina, Australia, Belgium, Brasil, Cech Republic, France, Great Britain, Italy, Ireland, Libanon, Netherlands, Poland, Portugal, South Africa, Spain, Turkey
- **POPAI Forum**
more than 40 speeches
- **POPAI D-A-CH Awards + POPAI GLOBAL Awards**





EuroShop Japanshop Award: **The Essence of Japan in Architecture and Design**



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