

EuroShop



The Global Retail Trade Fair

26.2. – 2.3.2011

Düsseldorf, Germany

www.euroshop.de



The Global Retail Trade Fair

EuroShop: Expertise – the recipe to success.

- Messe Düsseldorf: an efficient partner for international trade fairs in the retail industry.



EuroShop  Trade Fairs

EuroCIS



cpd
DÜSSELDORF

CPM

GDS
GLS

BOD1
LOOK





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EuroShop 2011 – Basic data

- Date: 26 February – 2 March 2011
- Venue: Düsseldorf Exhibition Centre
Halls 3 – 7 and 9 – 17
- Opening times: 10 am to 6 pm daily
- Rotation Cycle: every three years
- Entrance tickets:

	Advance sales online	Onsite ticket counter
– Day ticket:	35 €	50 €
– 2-day ticket:	55 €	70 €
– 5-day ticket:	110 €	125 €
– Students, School children:		20 €
- Catalogue: 25 €
- Row stand: 204 € per sqm



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EuroShop 2008 – A trade fair speaks for itself, and for you.

• Facts & Figures:

- Size (sqm/net): 106,871 in 15 halls
- Exhibitors: 1,895 from 48 countries
- Visitors: 104,766 from 94 countries
- Visitors from outside Germany: 59%
- Visitor profile EuroShop 2008:
 - Retail and wholesaler 27 %
 - Shopfitting, store equipment, stand construction 22 %
 - Industry 9 %
 - Architecture, design 8 %
 - Graphic design, advertising agencies 5 %
 - Skills trade 4 %

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EuroShop 2011: A global range – a clear structure.

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Hallen/Halls 10 – 15	EuroConcept Ladenbau, Ladeneinrichtung, Architektur & Store Design	Shopfitting, Store Equipment & Fixtures, Architecture & Store Design
11	Belichtung	Lighting
16 – 17	Kühlmöbel, Kälteanlagen	Refrigeration Equipment
Hallen/Halls 3 – 5	EuroSales Visuelles Marketing, Verkaufsförderung, POS-Marketing	Visual Merchandising, Sales Promotion, POS Marketing
Hallen/Halls 6, 7a	EuroCIS Informations- und Sicherheitstechnik	Information and Security Technology
Hallen/Halls 9, 10	EuroExpo Messebau, Design, Event	Stand Construction, Design, Events
Halle/Hall 7	Sonderveranstaltungen	Special Events
A	Messe-Center	Trade Fair Centre
B	CCD Süd – Congress Center Düsseldorf	CCD Süd – Congress Center Düsseldorf
C	CCD Ost – Congress Center Düsseldorf	CCD Ost – Congress Center Düsseldorf
D	Zoll, Speditionen	Customs, Forwarders
E	Logistik-Zentrum	Logistics Center
-----	Pendelbusspur	Shuttle bus

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EuroShop



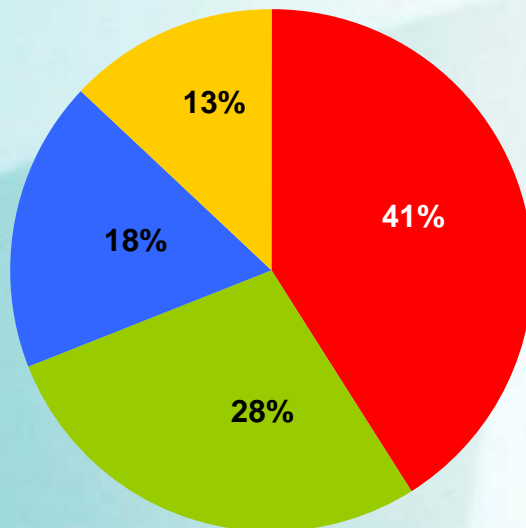
**EuroShop 2011 – the four corners of the retail world:
EuroConcept, EuroSales, EuroCIS, EuroExpo.**

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Successful quartet in figures

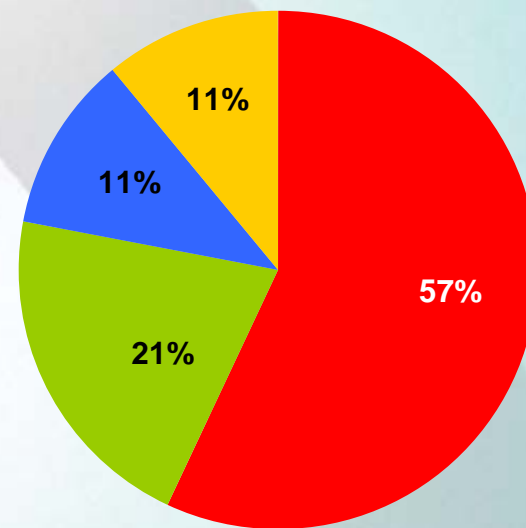


- percentage distribution of exhibitors



- percentage distribution of exhibition space

■ EuroConcept
■ EuroSales
■ EuroCIS
■ EuroExpo





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Main topics EuroConcept

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





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Size of product sectors

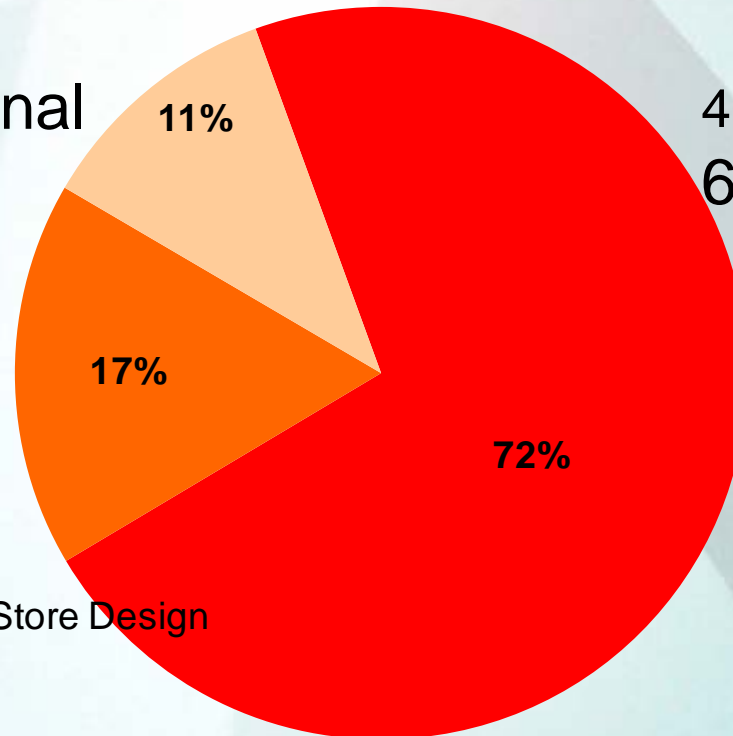
- **EuroConcept**
60,821 sqm net, 763 exhibitors

45% national
55% international

40% national
60% international

28% national
72% international

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





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Main topics EuroSales

- Visual Merchandising
- Sales Promotion
- POS-Marketing

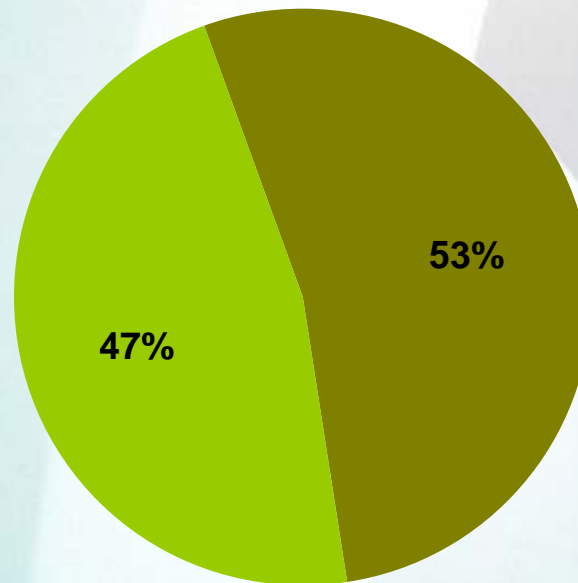




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Size of product sectors

- **EuroSales**
22,031 sqm net, 530 exhibitors



■ international ■ national



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Main topics EuroCIS

- Information Technology
- Security Technology



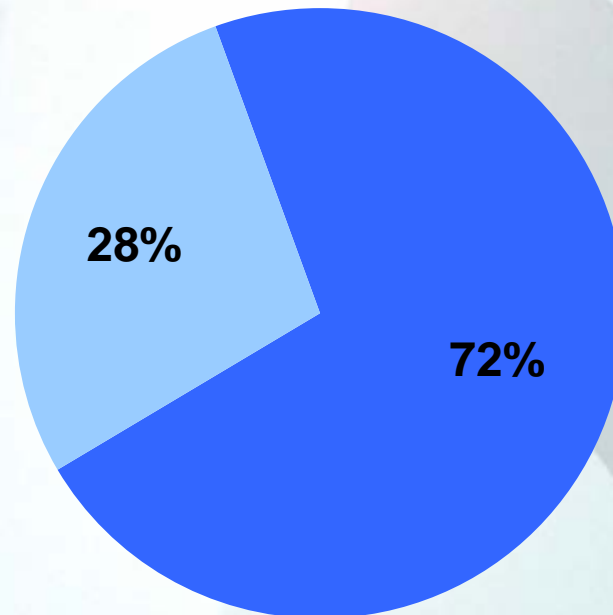


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Size of Product Sectors

- **EuroCIS**
11,789 sqm net, 331 exhibitors

40% national
60% international



72% national
28% international

- Communication, Information Technology
- Security Technology



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Main topics EuroExpo

- Stand Construction
- Design
- Special Events

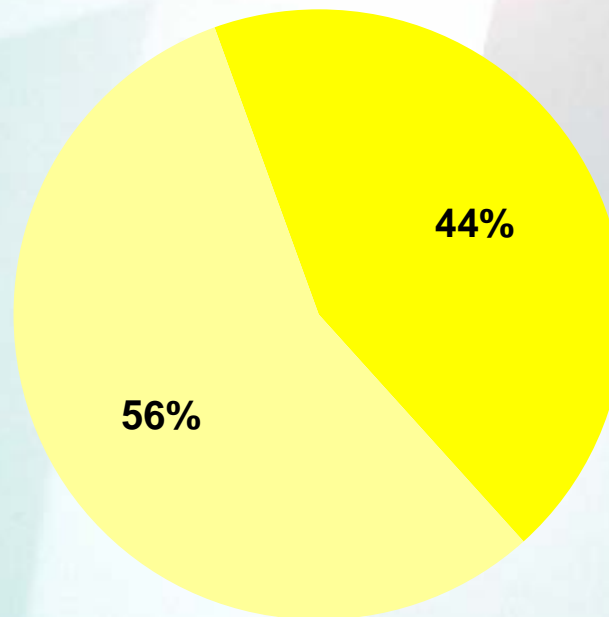




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Size of Product Sector

- **EuroExpo**
11,445 sqm net, 245 exhibitors



■ international ■ national

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EuroShop visitors – your future customers.



- **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 in 2008

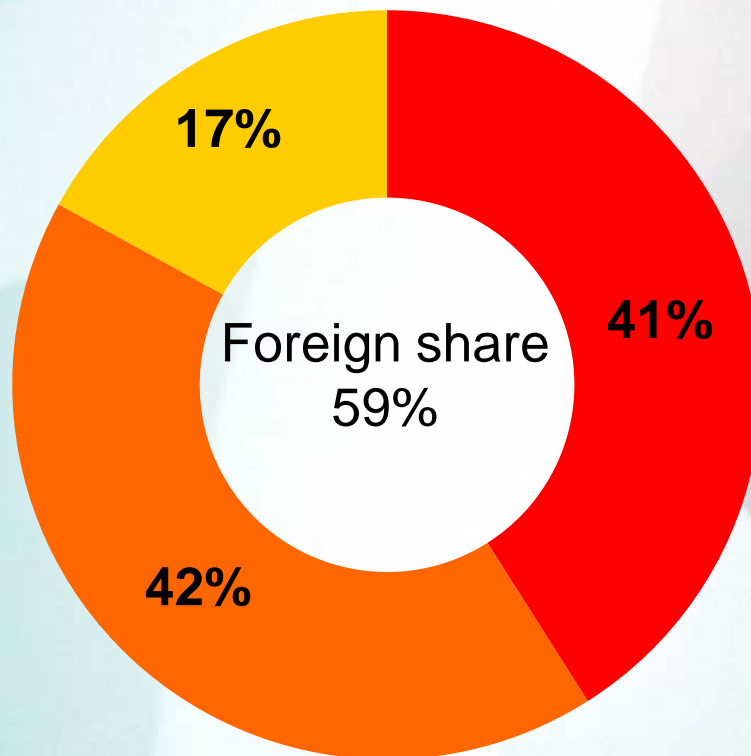
EuroShop



7-Eleven, A. S. Watson, Abercrombie & Fitch, Adidas, Ahold, Airport Munich, Al Futtaim, Aldi Nord, Aldi Süd, ALDO Group, Alessi, American Apparel, Arcadia Group Ltd., ASDA Stores, Auchan, B+Q PLC, Bacardi Group, Bahlsen, Banana Republic, Bang & Olufsen, Bank of America, Barnes & Noble, Bauhaus, BCBGMazazria, Beiersdorf, Beijing Hualian, Benetton Group, Best Buy, Bestseller, Bijou Brigitte, Bitburger, BMW, Boots The Chemists, Borders Group Inc., C & A, Carlsberg Danmark A/S, Carrefour, Casino, Castorama, Celio, Cencosud, Central Dept. Store, Chanel, Charles Voegelé, Christian Dior Parfums, Claudia Sträter, Coca Cola, Colgate-Palmolive, Colruyt, Columbia Sportswear, Conforama, Coop Italia, Coop Schweiz, Danone, Decathlon, Deichmann Schuhe, Delhaize, Desigual, Deutsche Bank, Diesel SPA, dm Drogeriemarkt, Douglas Holding, ECE Projectmanagement, Edeka, El Corte Inglés, El Palacio de Hierro, El Dorado, E-Leclerc, Eroski, Esprit Europe, Esselunga, Estée Lauder, ETAM, Falabella, Fawaz, Alhokair, Ferrero, FNAC, Fossil, French Connection Limited, Fressnapf, GAP Inc, Giordano Fashions, Giorgio Armani, Godiva, G-Star, Guess, H & M, Harrods Ltd., Harvey Nichols & Co. Ltd., Heineken, Henkel KGaA, Hornbach Baumarkt AG, House of Fraser, Hugo Boss AG, IC Companys, ICA, Ikea AB, InBev, Inditex, ITM, Jeronimo Martins, John Lewis Partnership, Kaufhof Warenhaus AG, Kaufland, Kenneth Cole, Kentucky Fried Chicken, Kesko, Kingfisher PLC, Kookai, Kraft Foods, Kroger Co., La Perla Srl, La Rinascente, Lacoste, Leder & Schuh AG, Lekkerland, Leroy Merlin, Levi Strauss & Co., Lidl, Limited Brands Inc., Lindt & Sprüngli GmbH, Liverpool, L'Occitane en Provence, L'Oréal, Lottemart Korea, Lufthansa, Luxottica, Macy's, Mango Punto Fa, Marc o Polo, Marks & Spencer, Max Mara, Maxeda, Mc Donalds, Media Saturn, Mercedes-Benz, METRO, Mexx Europe, Migros, Monsoon, Nestle, New Look, New Yorker, Next Retail Ltd., Nike Inc., Nokia, OBI, Office Depot, OMV, Orsay, Otto-Group, Pantaloon Retail, Pepsico, Philip Morris, Pick n Pay, Primark Stores, Procter & Gamble, Puma, Red Bull, Reliance Group, REWE, River Island, S Oliver, Sainsbury's, Sears, Selfridges & Co, Sephora, Shoppers Stop Ltd., Shoprite Checkers, Sixty SPA, Spar, Specsavers, Starbucks Coffee Company, Swarovski, Tally Weijl, Target Corporation, Tchibo, Tesco, The Body Shop, The Fozzy Group, The Sultan Center, TK Maxx, Tod's SPA, Tommy Hilfiger, Top Shop, Toys R Us, Triumph International, Unilever, VF Europe, Vodafone, Waitrose, Wal Mart, Walt Disney Stores, Wegmans, Whitbread PLC, Whole Foods Market, WM Morrison Supermarkets, Woolworths Australia, X5 Retail Group, Yum! Brands Inc

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**The world is your guest at EuroShop:
104,766 visitors from 94 countries (in 2008)**

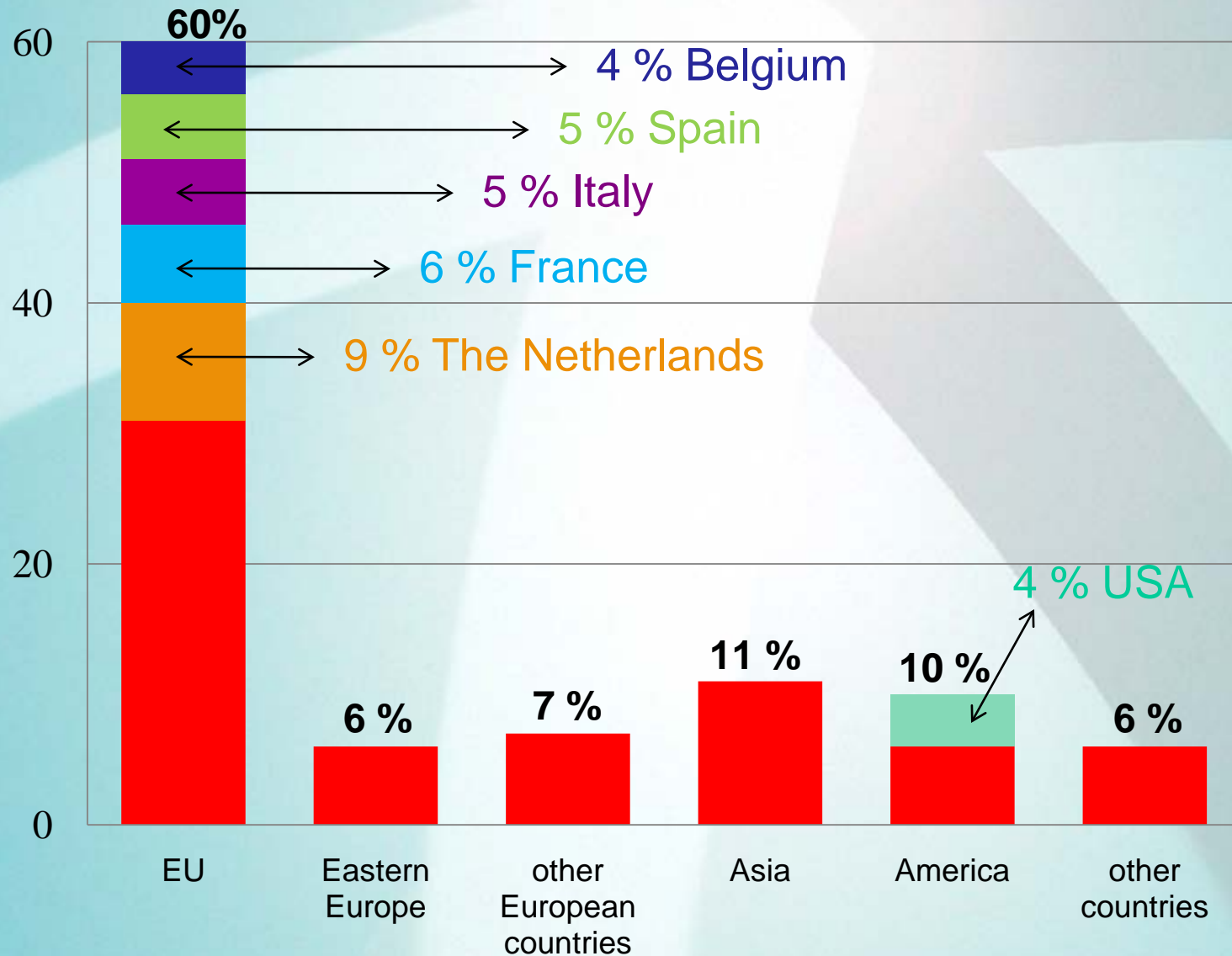


■ Germany ■ Europe ■ outside Europe

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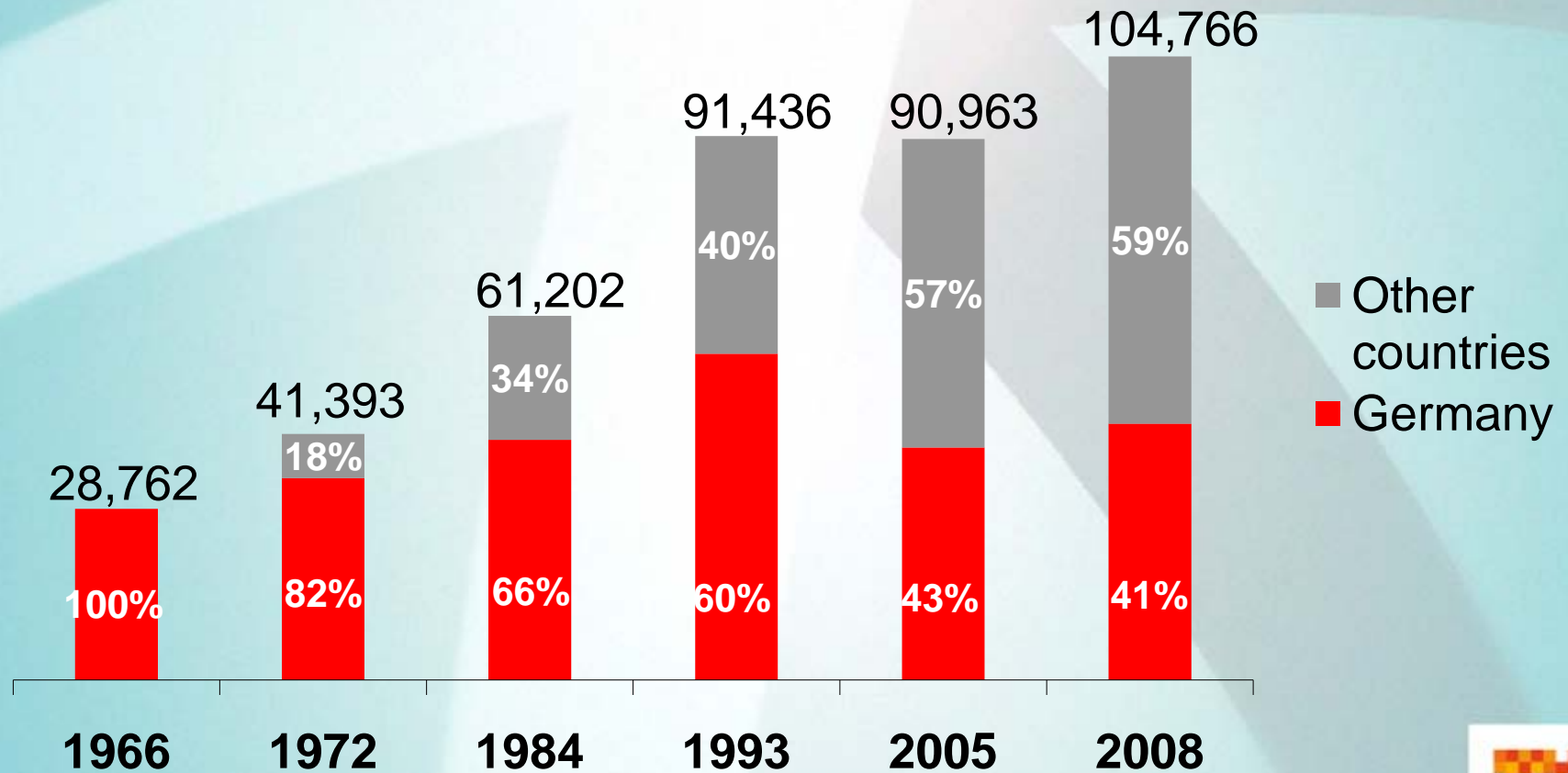
Origin of the visitors

Visitors EuroShop 2008 from abroad



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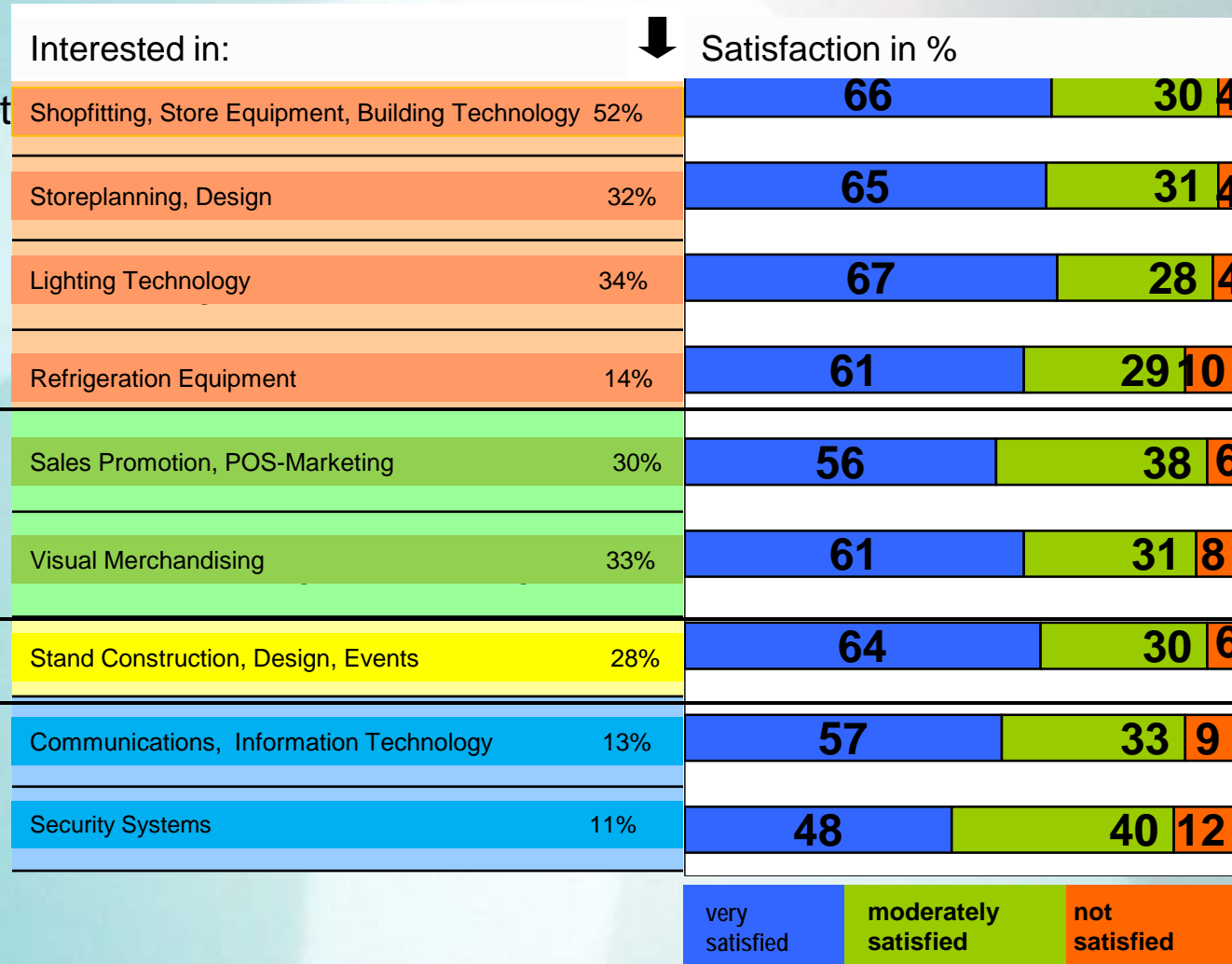
An indicator of relevance: Excellent increase in visitor figures



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Putting the spotlight on what you offer.

Visitor interest according to sector*



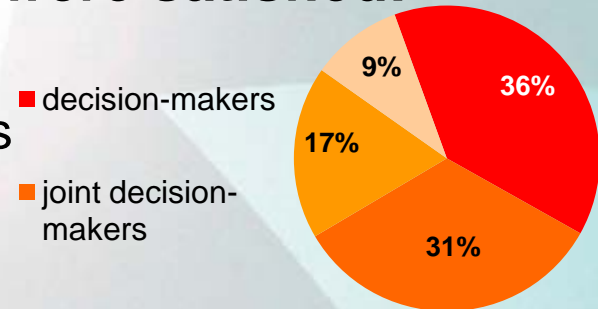
* multi-choice

EuroShop: The driver for your success

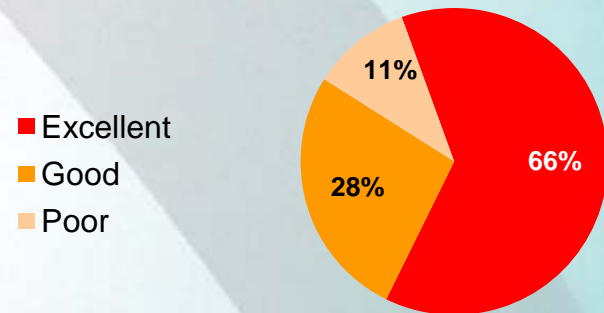


- **96% of the exhibitors at EuroShop were satisfied:**

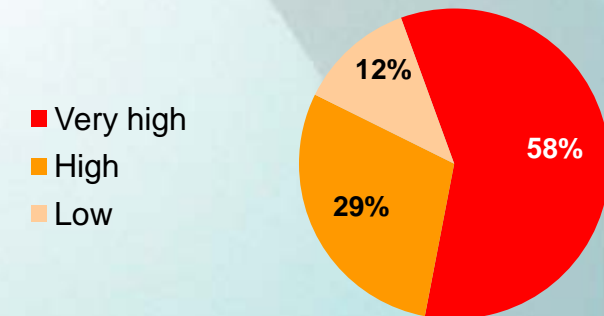
- For example due to the high proportion of decision-makers amongst the visitors



- 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 programme

- Not just an attractive crowd-puller, but also the ideal platform for you as an exhibitor to present your company:
 - Exciting special shows
 - EuroShop Designer Village
 - EHI-special show
 - POPAI Global Village
 - Digital Signage Plaza
 - Congresses
 - EuroShop Retail Design Conference
 - Retail Innovation Conference
 - retail technology days europe
 - Global POPAI Conference
 - Forums





Conclusion:

There are lots of reasons to participate at EuroShop.

Here are the top three.

The Global Retail Trade Fair 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.**
 - 104,766 visitors from 94 nations
 - 1,895 exhibitors from 48 countries
 - 106,871 sqm net
- **EuroShop – size plus variety plus clarity.**



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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 2011 – the services provided by Messe Düsseldorf:

Internet, PR services, publicity.



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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 2008 (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“**





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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
- 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 €)
 - Organisation of a photo opportunity with journalists in the day before the show starts
- Details in the „ServiceCompass“



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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
 - ...
 - Special travel packages for visitors (and exhibitors)
- Details in the „ServiceCompass“



- **Your contact in Düsseldorf:**

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- **For full details on the EuroShop-Team and details about Messe Düsseldorf's international offices visit:**

www.euroshop.de/2120