

## **EuroCIS 2015 Once Again Reports a Record Result: Size of Previous Event Already Significantly Exceeded**

### **On the Pulse of the Times: EuroCIS Offers Exhibitors and Visitors Added Services via “iBeacons”**

EuroCIS, the leading trade fair for retail technology, which takes place from 24 to 26 February 2015 in Düsseldorf, is already able to report a record. A good three months before the event, already 8,966 net square metres have been booked – this is 30% more than for the previous event (2013: 6,912 m<sup>2</sup>). This means that EuroCIS 2015 will be the largest in its history as a stand-alone event. 266 exhibitors from 21 countries are expected to be participating when the trade fair opens its doors in February. First and foremost, exhibitors from the Netherlands, Italy, Great Britain, Spain, Asia and Germany have booked more space. The high demand reflects the relevance of this platform – even as part of the world’s leading retail trade fair, EuroShop 2014, EuroCIS reported top results, with 433 exhibitors on 15,221 m<sup>2</sup>.

One major factor behind EuroCIS’ impressive success story is the fact that the event always orients itself to the developments and needs of the retail scene. Extraordinary in 2015: the red-hot topic, iBeacons, is not only being seized by exhibitors for their trade fair stands – EuroCIS itself is the very first Messe Düsseldorf event that is offering exhibitors and visitors additional services via its own iBeacons during the trade fair. In other words, while iBeacons are increasingly being tested in retail locations for relaying targeted messages regarding product information and special offers at the POS, or for steering customers’ movements, EuroCIS is using the new technology during the trade fair to provide their exhibitors and visitors with valuable information about the event, as well as exclusive coupon promotions to enhance the experience of their stay in Düsseldorf. Moreover, exclusive information about special events will be made available. The key to these benefits

will be the free EuroCIS app, which is already available free of charge from the App Store and Google Play.

EuroCIS takes place in halls 9 and 10 of the Düsseldorf Exhibition Centre, and is open to trade visitors from Tuesday, 24 February, to Thursday, 26 February, from 10:00 am to 6:00 pm daily. 1-day tickets cost EUR 22 (EUR 17 when purchased online in advance) and 2-day tickets cost EUR 40 (EUR 30 purchased online in advance). Students and apprentices pay EUR 10. All tickets double as tickets for free return trips on all local public transport marked VRR.

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