

EuroShop

THE WORLD'S NO. 1 RETAIL

TRADE FAIR 26 FEB – 2 MAR 2023

DÜSSELDORF, GERMANY



PRIME TIME.
FOR YOUR BUSINESS.

PRIMEVENT.

YET AGAIN, EUROSHOP 2023 IS THE INTERNATIONAL
HIGHLIGHT FOR YOU AND THE INDUSTRY.



PRIME EVENT.

Welcome to EuroShop 2023 in Düsseldorf. We look forward to meeting you and your company, to your products, ideas and innovations. And to the international professional visitors. Your visitors.

Why do so many people from all over the world – in 2020 there were over 94,000 – invest money in a visit to EuroShop? Because they expect maximum return on investment. Because they want to experience everything that is possible today and will be up and running tomorrow. Do it like the 2,300 international exhibitors at EuroShop 2020: Offer them this experience.

HOT TOPICS EUROSHOP 2023:

- Connected retail
- Sustainability
- Smart Store
- Energy management
- Third places
- Customer centricity
- Experience
- Lively city centres

Look forward to EuroShop 2023. Be there from 26 February to 2 March 2023.

PRIME PERFORMANCE.

AT EUROSHOP 2023, YOU CAN CHOOSE FROM 8 DIMENSIONS FOR THE PERFECT PRESENTATION OF YOUR COMPANY.

The structure of EuroShop 2023 has been further developed to meet the needs of the industry. It now comprises 8 clearly defined experience Dimensions. A future-focused trade fair concept, made for your success. The advantages of this new structure: an even more visitor-oriented offering, synergies between different Dimensions, which are already strongly interlinked, more hall space for strongly growing areas such as *retail technology* or *refrigeration*.

In addition, *Materials & Surfaces* is a new, independent Dimension – clear answers to the trends in retail. Good news also for the *Expo & Event Marketing* Dimension: for the first time, it will occupy Hall 1, the newest hall at the Düsseldorf Exhibition Centre.

No matter which Dimension you present yourself in: You will feel right at home in it. And your audience will find you. Without searching long, without walking long.



SIMPLY **PRIME.**

THE 8 DIMENSIONS AT EUROSHOP 2023.

LIGHTING

LIGHT-MANAGEMENT
EMOTION

DESIGN

SYSTEMS &
TECHNOLOGY



SHOPFITTING,
STORE DESIGN &
VISUAL
MERCHANDISING

SENSUALITY
THIRD PLACES

EMOTION

FASCINATION
EXPERIENCE



MATERIALS & SURFACES

STYLE

SUSTAINABILITY
ELEGANCE
FLOORING
NATURALITY



EXPO & EVENT MARKETING

BRAND COMMUNICATION
STAND CONSTRUCTION
& EQUIPMENT
COMMUNICATION DESIGN
EVENT
TECHNOLOGY



FOOD SERVICE EQUIPMENT

COOKING & BAKING
CONVENIENCE SYSTEMS
FOOD TECHNOLOGY
TO-GO SOLUTIONS



REFRIGERATION & ENERGY MANAGEMENT

CABINETS & COOLERS
SYSTEMS & TECHNOLOGIES
SUSTAINABILITY
AUTOMATION
AIR CONDITIONING
ENGINEERING



RETAIL MARKETING

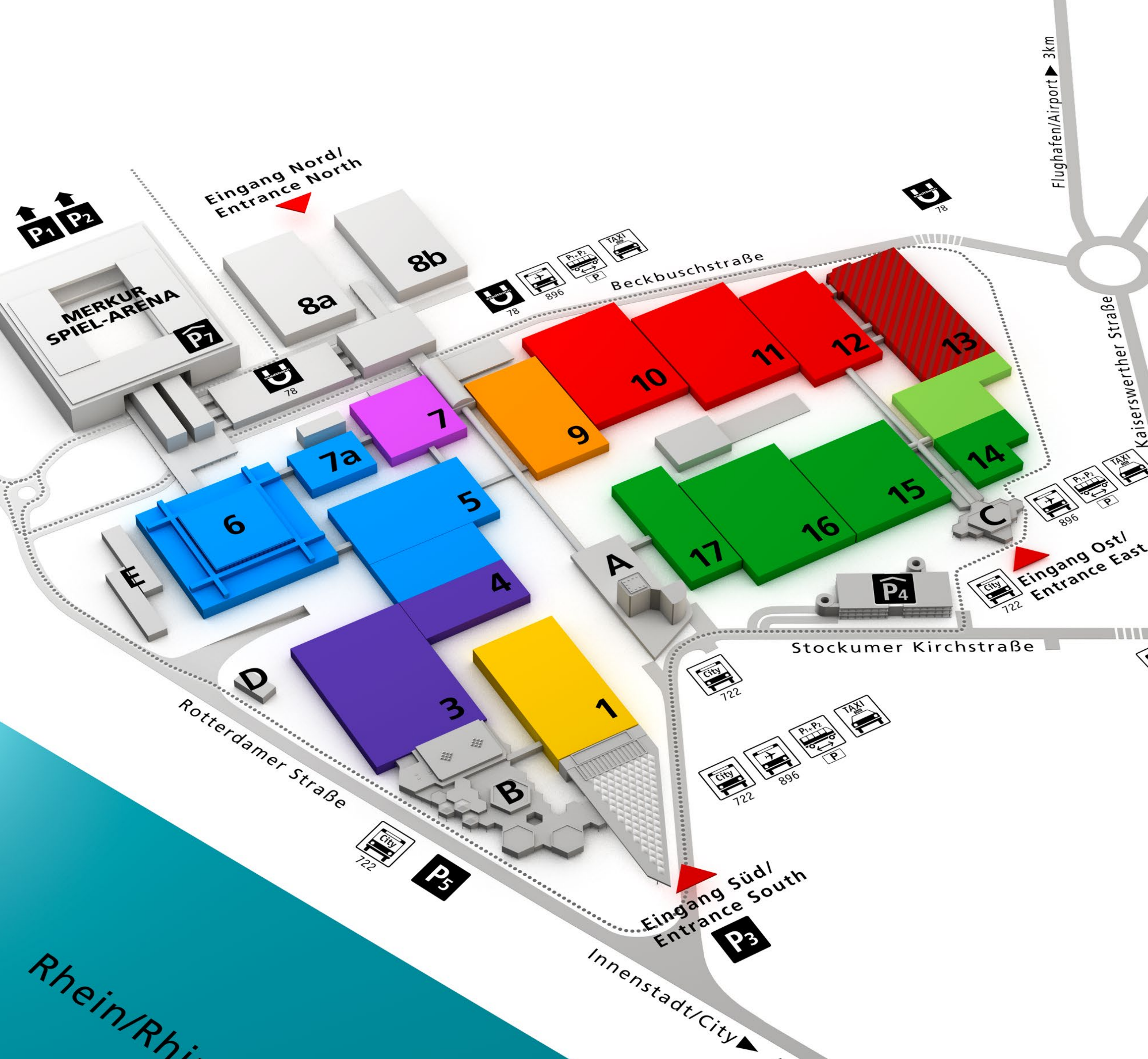
DIGITAL INTERACTION
DISPLAYS & SIGNAGE
CUSTOMER CENTRICITY
DATA-DRIVEN MARKETING



RETAIL TECHNOLOGY

SEAMLESS STORE ANALYTICS
AI
MOBILE PAYMENT
CONNECTED RETAIL





PRIME SITE.

NOT A FLOOR PLAN.
YOUR BUSINESS PLAN.

Halle/Hall 1	Expo & Event Marketing
Hallen/Halls 3, 4	Retail Marketing
Hallen/Halls 4, 5, 6, 7a	Retail Technology
Halle/Hall 9	Lighting
Hallen/Halls 10, 11, 12	Shopfitting, Store Design & Visual Merchandising
Halle/Hall 13	Store Design, Materials & Surfaces
Halle/Hall 14	Food Service Equipment
Hallen/Halls 14, 15, 16, 17	Refrigeration & Energy Management
Halle/Hall 7	Specials

Rhein/Rhi

PRIME ADDITION.

THE SUPPORTING PROGRAMME OF EUROSHOP 2023 IS THE PERFECT ACCOMPANIMENT TO YOUR TRADE FAIR APPEARANCE.

Events within the event, top performances in the middle of the trade fair, industry get-togethers, an indispensable part of the EuroShop DNA: there is so much to say about our supporting programme.

The Stages are the heart of the fair: top-class lecture and discussion forums on the latest developments and best-practice examples.

The Areas present creative ideas, exciting visions and innovative trends.

Not to forget the awards: highly coveted prizes, image-enhancing signals of excellence to the industry.

Particularly interesting for you as an exhibitor: you can actively participate - at the Stages and in the Areas. The supporting programme offers you plenty of opportunities for interesting discussions with customers.



PRIME ADDITION.



These are the exciting specials we're planning:

STAGES

- Store Design Stage
- Retail Designers' Stage
- Retail Technology Stage
- Connected Retail Stage
- Start-up Stage
- Retail Marketing Stage
- Expo & Event Stage

AREAS

- fwd
- Italian Lighting Lounge
- Designers' Village
- Start-up Hub
- Food Innovation
- POPAI Shop Global Village
- IFES Global Village

AWARDS

- EuroShop RetailDesign Award
- Retail Technology Awards (reta)
- Wissenschaftspreis
- EXHIBITOR Magazine's EuroShop Awards
- IFES Development and Innovation Award
- Shop! / POPAI-D-A-C-H Awards 2023

- ▶ Here you'll find the accompanying programme





PRIME FACTS.

THE FEEDBACK ON EUROSHOP 2020
SPEAKS FOR YOUR SUCCESS
AT EUROSHOP 2023.

► Profile data

National

31 %

International

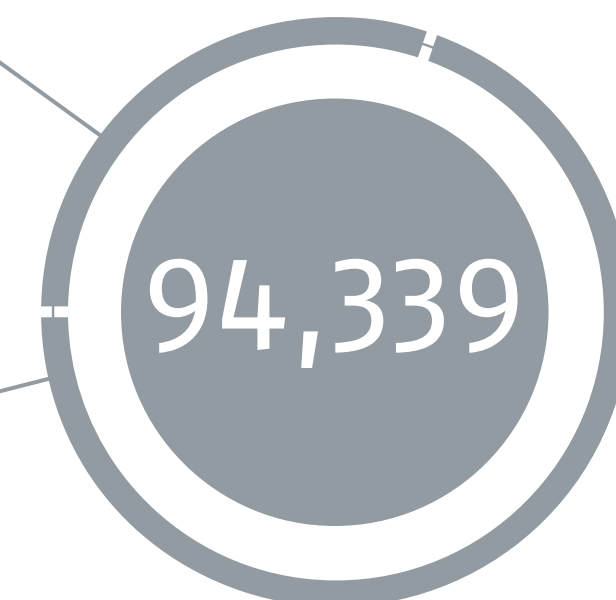
69 %

National

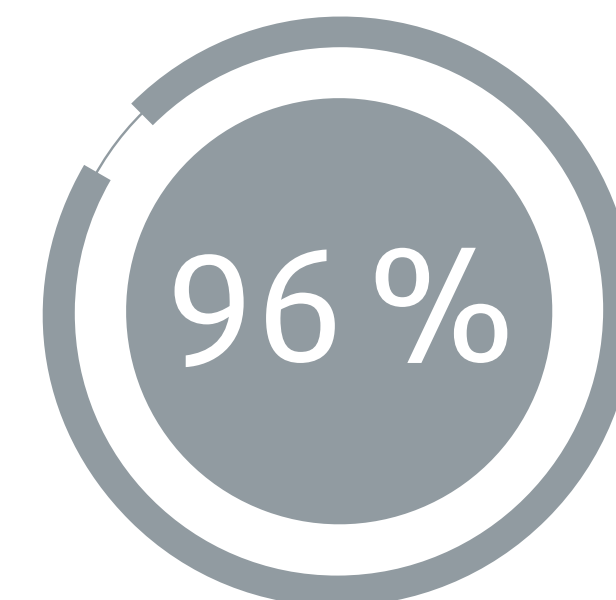
696

International

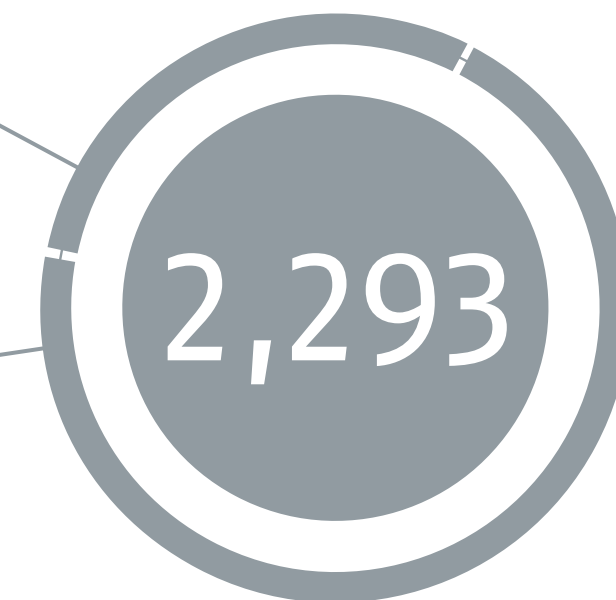
1,597



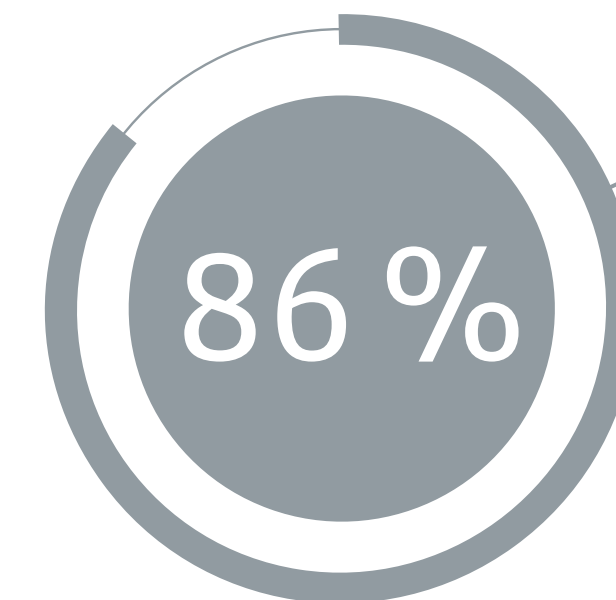
Number of domestic and international professional visitors



Qualifications of stand visitors



Number of domestic and international exhibitors



Overall satisfaction of exhibitors

96% of the exhibiting companies were satisfied / very satisfied with the qualifications of the stand visitors.

86% of the exhibiting companies were satisfied / very satisfied with EuroShop 2020.

PRIME CONTACTS.

LOOK FORWARD TO YOUR VISITORS
AT EUROSHOP 2023.

PRIME CONTACTS.

Quality x quantity = EuroShop visitors. That's the equation for your trade fair success. And you will see: It works. Because you can expect:

The who's who of the industry. High potentials with clear decision-making authority and an extremely high willingness to invest.

They don't just come to find out about innovations. They are also explicitly looking for new suppliers and business partners.

You and your team will experience this quality. Very personally. Intensively. At your stand. For five days. In discussions. And in deals. Look forward to it.



PRIME CONTACTS.

PROFESSIONAL VISITORS ACCORDING TO SECTOR:

11%	Food retail
7%	Fashion retail
8%	Wholesale
12%	Non-food retail
11%	Other retail/Tradespeople
6%	Tradeshows design/Event agencies
4%	Architecture/Design/Engineering
2%	Advertising agencies/Graphic design
2%	IT and security technology
2%	Consulting, agencies
11%	Other service providers
5%	Store construction
3%	IT/Security technology industry
3%	Consumer goods industry
10%	Other industries

PROFESSIONAL VISITORS ACCORDING TO RESPONSIBILITY:

21%	Senior and middle management, operational management
11%	Sales and distribution
9%	Marketing, advertising, PR
9%	Store construction / interior decoration / design
8%	Research, development, construction
6%	Purchasing, procurement
4%	Manufacture, production, quality assurance
6%	Visual merchandising
4%	Business development
5%	Informations and communication technology
2%	Repair and maintenance
7%	Other

► Profile data

PRIME REGISTRATION.

EASY, FAST, SECURE: YOUR ONLINE REGISTRATION
FOR EUROSHOP 2023.

Usability at its best – this is your online
registration for EuroShop 2023. No matter
whether and when you last exhibited: With just
one click you're ready to go. Right here:

www.euroshop.de/application

SERVICE ONLINE: USEFUL LINKS AND DOCUMENTS TO DOWNLOAD:

- ▶ Price list
- ▶ Product categories
- ▶ Conditions of participation
- ▶ Profile data
- ▶ Site plan
- ▶ Stand cost calculator
- ▶ Complete stand configurator



PRIME CONNECTIONS.

EUROSHOP *CONNECT* MAKES THE WORLD'S NO.1 RETAIL EVENT THE COMMUNICATION MEDIUM FOR THE ENTIRE COMMUNITY.

Total Communitycation: In line with this motto, we offer you modern communication formats and channels for interactive exchange with industry-relevant decision-makers from the global EuroShop community.

Use our diverse *CONNECT* offering for your successful marketing. This way you can benefit from the full potential of the EuroShop community:

- High-quality on site in personal contact
- International reach through digital formats
- Unlimited time with the 365/24/7 tools

Be there and experience: Total Communitycation.

EXPERIENCE *TOTAL COMMUNITYCATION* – WITH SERVICES FROM EUROSHOP *CONNECT*:





PRIME LOCATION.

TRADESHOW HUB DÜSSELDORF:
ONCE YOU'VE BEEN THERE,
YOU'LL WANT TO RETURN.

Düsseldorf. Cult and culture. Blue chips and startups.
Awakening and renewal. Take a look at the largest green façade
in Europe. Experience creative retail and traditional districts
that are reinventing themselves.

And the Rhine metropolis is also easy to reach: dense motorway
network, international airport, modern main railway station. In
short: top connections to the whole world.

Useful information on travel and accommodation
can be found at

▶ www.euroshop-tradefair.com/en/Contact/Arrival

and at

▶ https://www.euroshop-tradefair.com/en/Contact/Hotel_CityInfos

And you'll find more about Düsseldorf here:

▶ www.duesseldorf.de/international.html

PRIME SERVICES.

COMPREHENSIVE, INDIVIDUAL, EVERYWHERE: THIS IS HOW OUR SERVICE SUPPORTS YOU FOR YOUR TRADE FAIR APPEARANCE.

EuroShop's advertising aimed at visitors works for you around the globe, around the clock. We do everything to make your company and your innovations known worldwide. With highly efficient communication and marketing.

Offline:

- Presentations at home and abroad
- International press conferences
- Worldwide advertising campaigns in trade journals
- Multi-level direct mailings

Online:

- Social media campaigns (LinkedIn, Instagram etc.)
- Banner advertising on websites/portals relevant to the target group
- e-mailing campaigns
- Special newsletters
- An internet portal with numerous optimised functions and services for professional visitors and exhibiting companies



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COMPREHENSIVE, INDIVIDUAL, EVERYWHERE: THIS IS HOW OUR SERVICE SUPPORTS YOU FOR YOUR TRADE FAIR APPEARANCE.

In addition, we have extensive advertising material for you, most of which is free of charge. Use it – and profit.

Additional web service for you: www.euroshop-tradefair.com

- Exhibitor database with comprehensive additional information
- Current industry information
- Special shows, partners etc.
- Impressions of EuroShop 2020 and much more
- exhibitor.euroshop-tradefair.com – all the online services you need



PRIME SERVICES.

JULIAN BOLZ, STEFANIE FUCHS AND JACQUELINE PAEBENS
LOOK FORWARD TO HEARING FROM YOU.



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And here's a link to the entire service team:
www.euroshop.de/2320



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NO. 1 RETAIL TRADE FAIR

26 FEB – 2 MAR 2023

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