

# All Dimensions of Success

## EuroShop

The World's No. 1 Retail Trade Fair

5 – 9 March 2017

Düsseldorf • Germany • [www.euroshop.de](http://www.euroshop.de)



Visitors GB

EuroShop



# Experience retailing in 7 dimensions: EuroShop 2017.

Welcome to EuroShop 2017! To the world's No. One in a new quality level – created through a complete forward-looking transformation. With its dynamic and flexible structure, the world's biggest retail trade fair is presenting itself in 7 fascinating retail dimensions. With all the trends and topics that excite you today and tomorrow.

The new EuroShop. New dimensions.  
New ideas. New opportunities.

## 7 new dimensions for your business success.

EuroShop is now responding even more closely to your needs. Its structure is even more strongly geared to supply and demand. And it offers a wealth of scope for the trends of the future, innovative products and a high-impact trade fair experience.

## All Dimensions of Success: EuroShop 2017.

The trade fair for success is going new ways. Go with it in Düsseldorf in 2017. We look forward to seeing you.







Shop Fitting & Store Design

Retail Technology

Expo & Event Marketing

Food Tech & Energy Management

POP Marketing

Visual Merchandising

Lighting

# Shop Fitting & Store Design

How digital can shopfitting still become? What materials can be used to stage memorable experiences? How emotive will tomorrow's design be? **The Shopfitting & Store Design dimension.** The persuasive aesthetics of uniquely distinctive concepts.

Expressing function in its finest form.





# POP Marketing

How imaginative will communication with the customer become? What are the trends in digitalisation at the POP and product presentation with monitors? And what about interaction via smartphones and mobile devices? The POP Marketing dimension. 360-degree communication for all the senses.

Experience how the imagination sets new accents.

# Lighting

How can lighting illuminate new paths to success? How can it boost sales? What role will it play in merchandise presentation, the entrance area and at the checkout?

What potential is there for energy savings?  
**The Lighting dimension.** The enchantment and impact of special effects.

See the light in your own world.



# Visual Merchandising

How can visual stimuli create spectacular purchase incentives? How much show does the POS need? How smart can display mannequins become? Is shopping with digital glasses on its way? The Visual Merchandising dimension. The intensity of creative staging.

Recognize the pull of the unusual.



# Food Tech & Energy Management

What's new in the balancing act between merchandise presentation and profitability? How efficient are the refrigeration appliances of the future? How do we create a good shopping atmosphere? How will we control energy in the future? **The Food Tech & Energy Management dimension.** The outstanding efficiency of new ideas.

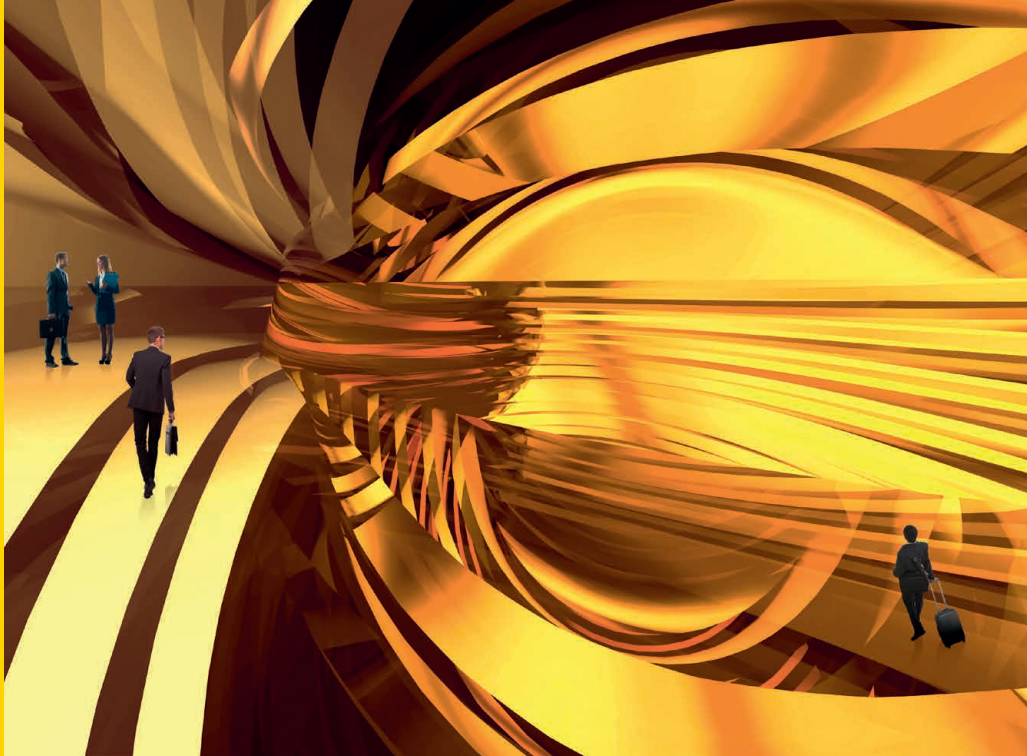
Discover the effectiveness of sustainable innovations.



# Expo & Event Marketing

What characterises successful showcasing?  
How do we emotionalise experiences?  
What role does sustainability play? How important is intercultural competence?  
What synergies are there between exhibition stand construction and shopfitting? **The Expo & Event Marketing dimension.** All the power and impact of spectacular live performances.

Be amazed at all the things you've never seen before.





## Retail Technology/ EuroCIS

What innovations will profitably broaden horizons? Will shopping become an interactive high-tech experience? Which technologies does omnichannel need? What's the best way to use big data? And what's new in merchandise security? **The Retail Technology dimension.** Dynamic engine driving the future of retail.

Fall for the fascination of the feasible.





## First-class extras: the supporting programme – specials, forums & awards.

In 2017, EuroShop will be staged by Messe Düsseldorf for the 19<sup>th</sup> time together with the EHI Retail Institute as its promotional sponsor.

Attractive, topical and international, the supporting programme is, as always, a dimension in its own right.

- EuroShop Designers Village
  - Lighting Designers Zone
  - ECOpark
  - Omnichannel Area
- 

- EuroCIS Forum
  - Omnichannel Forum
  - Forum Architektur & Design
  - Expo & Event Forum
  - ECO Forum
  - POPAI Forum
- 

- retail technology awards europe (reta)
- EuroShop RetailDesign Award
- Academy Award

# Total retailing with perfect planning.

At EuroShop 2017, over 2,500 exhibitors and more than 100,000 trade visitors will be seeking to meet up to do business together.

The intelligent distribution of the 7 retailing dimensions across 18 halls with over 200,000 m<sup>2</sup> of gross exhibition space will ensure that success at the trade fair will not be long in coming.

## POP Marketing

- Signage ■ Displays
- Outdoor Communication

## Expo & Event Marketing

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

## Retail Technology

- Retail Software
- PoS Technology
- Mobile Solutions
- eCommerce ■ Payment Systems

## Lighting

- Systems ■ Design ■ Technology

## Visual Merchandising

- Display Mannequins
- Store & Window Decorations

## Shop Fitting & Store Design

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

## Food Tech & Energy Management

- Refrigeration ■ Building Automation
- Cooking & Baking Solutions



A	Messe-Center
B	CCD South – Congress Center Düsseldorf
C	CCD East – Congress Center Düsseldorf
D	Customs, freight carriers
E	Logistics center
.....	Shuttle bus line





## Düsseldorf, trade fair city: anything but one-dimensional.

The Old Town (Altstadt), Rhine promenade, Königsallee, Media Harbour – Düsseldorf could easily rest on the laurels of its many attractions. And on its high quality of life and its laid-back Rhenish nature.

Instead, the city is constantly creating new forms of urban vitality, e.g. with its Kö-Bogen by Daniel Libeskind where the Breuninger store, among others, can be found. Traditional districts are re-inventing themselves, with innovative restaurant strategies, diversified and

creative retailing and a vibrant cultural scene.

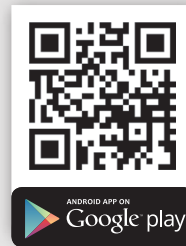
Düsseldorf is a fine example of a good place to be. An excellent trade fair location. With outstanding traffic connections: a densely meshed motorway network, international airport and central railway station with links to all neighbouring countries.

# Your visit to the trade fair: perfectly prepared with the EuroShop app.

Everything you need to know about the fair is available to you free of charge. Ideal for smartphone and tablet computers thanks to an offline search function. Interactive hall plan, favourites and much more besides. And from 15 September 2016, the current, complete exhibitor database.



For iPhone and iPad



For Android

# Facts & Figures

- **Dates:** 5 to 9 March 2017
- **Opening hours:** 10 am to 6 pm
- **Entrances** North, South and East

## eTicket prices in online pre-sales

Day ticket	EUR 50
2-day ticket	EUR 70
5-day ticket	EUR 130
Students/school pupils	EUR 15

## Prices at the gate

Day ticket	EUR 70
2-day ticket	EUR 90
5-day ticket	EUR 150
Students/school pupils	EUR 20

## ■ Catalogue

EUR 35 gross (plus mailing charges), to be ordered from [katalogorder@sutter.de](mailto:katalogorder@sutter.de)

Or without mailing charges available by means of a catalogue voucher at [www.euroshop.de/catalogue](http://www.euroshop.de/catalogue)  
Voucher redeemable on site.

## ■ Travel packages, room reservations and Düsseldorf information

Düsseldorf Marketing & Tourismus GmbH

Tel.: +49 (0)211/17 202 839

Fax: +49 (0)211/17 202 3221

E-Mail: [messe@dus-mt.de](mailto:messe@dus-mt.de)

[www.hotels-dus.de/EuroShop](http://www.hotels-dus.de/EuroShop)

## ■ Contact for queries

Infoline: +49 (0)211/45 60-7605

## Links for effective preparation for the trade fair:

- **Online ticket shop** [www.euroshop.de/e-shop](http://www.euroshop.de/e-shop)  
(here you can also redeem your admission voucher)
- **Product and exhibitor databases** [www.euroshop.de/database](http://www.euroshop.de/database)
- **Online showrooms** [www.euroshop.de/showrooms](http://www.euroshop.de/showrooms)
- **E-newsletter** [www.euroshop.de/news](http://www.euroshop.de/news)
- **Foreign representatives** [www.euroshop.de/representatives](http://www.euroshop.de/representatives)



**Years**

**EuroShop**

**s i n c e 1 9 6 6**

Messe Düsseldorf GmbH  
Postfach 101006  
40001 Düsseldorf \_ Germany  
Tel. +49(0)211/45 60-01  
Fax +49(0)211/45 60-668  
[www.messe-duesseldorf.de](http://www.messe-duesseldorf.de)



