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EVENT

A GUIDE TO SUCCESS.



**Welcome to
EuroShop 2020.
Welcome to
The Event.**

Innovation platform, trend hotspot, communication forum,
idea powerhouse. International community, top-class network
for professionals. An energising mix of people and business.
That's The Event. That's EuroShop 2020.

EuroShop has become an indispensable part of the retail world.
At the same time the show also has a far-reaching impact on
many other industries and topics, supplying innovative blueprints,
addressing urgent and future-related issues like digitalisation,
sustainability, carbon neutrality, and much more.

EuroShop. Once it happens there, it can happen anywhere.

EuroShop

**THE WORLD'S NO. 1 RETAIL
TRADE FAIR 16 – 20 FEB
2020 DÜSSELDORF GERMANY**

www.euroshop-tradefair.com



Messe
Düsseldorf

EuroShop 2020: Your Visitor's Journey through 8 dimensions.

8 fascinating dimensions.
All relevant trends and topics
that drive ahead retail – and
not just that – today and
tomorrow.

Let's go!



A place of longing for aesthetes: Dimension Shop Fitting & Store Design.



[www.euroshop-tradefair.com/
shopfitting_e](http://www.euroshop-tradefair.com/shopfitting_e)

Aesthetes of the world, unite! For all those who love beauty, this Dimension is a feast for the eyes.

So keep your eyes wide open!

What does a shop or store have to be today? A sensory experience and place to identify with? A feel-good location? A third-place? A pop-up marketplace? How should it look and feel? Creative and pragmatic answers to these questions can be found in the Dimension Shop Fitting & Store Design at EuroShop 2020.

AR, VR, AI, IoT etc.: Dimension Retail Technology.



[www.euroshop-tradefair.com/
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Experience things that will surprise, wow, excite and help you get ahead. Remember: Technology never sleeps. Neither in retail, nor in real life. And certainly not in the internet.

Augmented Reality, Virtual Reality, Artificial Intelligence, the Internet of Things, Smart Store, Customer Engagement, Mobile Payment, Cloud Based Services – these are the dominating themes in the Dimension Retail Technology at EuroShop 2020.

You wish to explore new ways of interacting with your customers? Enter this Dimension in your professional navigator. It's the POI for digital creatives from all (!) industry segments.

Customer Engagement & Experience, Brand Experience in bricks & mortar stores and online shops, Personalisation via mobile devices, Artificial Intelligence, Digital Signage – in the Dimension Retail Marketing at EuroShop 2020 you can look forward to the full spectrum of ever-more digital and ever-more intensive engagement with customers.

Dimension Retail Marketing: POI for Digital Creatives.



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The bright minds of the Light Community will be getting together at EuroShop 2020. Because the light that switches on in retail automatically projects into the minds of many people and industries: Once it shines there, it can shine anywhere.

If you want to stage exciting effects and create fascinating atmospheres, Lighting is the way to do it. The technical diversity of applications, from Smart Lighting to IoT, along with environmental aspects such as sustainability and efficiency – these are all covered in the Dimension Lighting at EuroShop 2020.

Lights'n'Highlights: Dimension Lighting.



[www.euroshop-tradefair.com/
lighting_e](http://www.euroshop-tradefair.com/lighting_e)



Bestsellers und Storytellers: Dimension Visual Merchandising.

Where to find stories that keep you spellbound?
No Scheherazade to be found? Good to know
there's a place where modern success stories
are presented. EuroShop has so much to tell
to so many people.

Set the stage. Cast the spell. As a real world
experience space and a digital platform.
As a walk-through narrative and as augmented
reality. As a pop-up store and a digital store.
As the Dimension Visual Merchandising at
EuroShop 2020.



[www.euroshop-tradefair.com/
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Retail is into cooking – and invites you to the
table. Supermarkets are delighting customers
with culinary offers. EuroShop inspires cooks
and chefs, caterers, restaurant managers and
foodies.

Retail food service is a really hot topic.
Keep things on the boil – and experience the
new 8th Dimension of Food Service Equipment
at EuroShop 2020. The choice ranges from fast
food to starred chef cuisine.



[www.euroshop-tradefair.com/
foodservice_e](http://www.euroshop-tradefair.com/foodservice_e)



Biggest cooking show in the world: Dimension Food Service Equipment.

Two sides of the same coin: environment and efficiency. Pairing them takes us in new directions – in retail today and in other industries tomorrow.

Efficiency and sustainability – a perfect match in the Dimension Refrigeration & Energy Management at EuroShop 2020. Digital transformation and building automation, IoT and AI, efficiency and staging all come together to create a carbon-neutral Smart Store.

Efficiency arises from sustainability: Dimension Refrigeration & Energy Management



[www.euroshop-tradefair.com/
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Welcome to the enthralling world of live communication. And join us in recalling a live event that made history and became a legend...

Live communication is what you live for? And integrated brand experiences are your goal? Then this is your place to be. Welcome to the top location for live communication: Dimension Expo & Event Marketing at EuroShop 2020.

The Woodstock of live communication: Dimension Expo & Event Marketing.



[www.euroshop-tradefair.com/
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The supporting programme at EuroShop 2020: extra highlights for your trip to the show.

For years this has been an unmissable experience with a difference. the supporting programme flanking EuroShop.



www.euroshop-tradefair.com/specials



The stages. Globally renowned communication and business platforms, providing the latest pointers to the future. Newest trends and developments, discussions, knowledge sharing. 600 speakers, more than 500 presentations.

The special areas. Spaces for specialists and start-ups, for generations X, Y & Z, for ideas and visions, for future-focused developments and innovative products.

The awards. Internationally coveted premium awards.

The stages

- Retail Technology Stage
- Omnichannel Stage
- Start-up Stage
- Store Design Stage
- Retail Designers Stage
- Energy Management Stage
- Retail Marketing Stage
- Expo + Event Stage



The special areas

- premium City – so much better
- IFES Global Village
- POPAI/SHOP Global Village
- EuroShop Designers Village
- Start-up hub Retail Technology & Marketing
- Italian Lighting-Lounge
- Retailer! Hub
- ECOpark

The awards

- EuroShop RetailDesign Award
- retail technology awards europe (reta)
- Innovation award for Architecture and Innovation
- Academy Award
- POPAI D-A-CH Awards
- IFES Development and Innovation Award
- Exhibitor Magazine EuroShop Awards
- Trendscouting Award

Your EuroShop Journey at a glance:



**Düsseldorf:
Dynamic. Diverse.
Cosmopolitan.**



The capital city of North Rhine-Westphalia boasts an exceptionally diverse business landscape. It is one of the biggest retail hubs in Germany and part of the dynamic urban Rhein-Ruhr and Rheinland regions, in the heart of the central European economic area.

Situated on the Rhine river, the city unites high purchasing power with a high standard of living and plenty of Rhenish zest for life. And it is exceptionally cosmopolitan: It is home to people from 180 nations and the location for many international companies.

In 2009 the city was designated by the Federal Government as a “Place of Diversity” – a well-deserved honour.

And speaking of diversity, the region also has plenty of groundbreaking new store concepts. Discover your own highlights, with our Shopfinder (www.euroshop-tradefair.com/storefinder).

Düsseldorf means global players and start-ups, cultural and shopping experiences, top cuisine and street food, fashion and punk. Discover a city that will charm and inspire you.

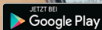
Facts & Figures

Dates: 16–20 February 2020

Opening hours: 10:00–18:00

Entrances: North, South and East

EuroShop app: Download it now – free of charge.



New: EuroShop.mag App.



Prices

eTickets in online presales at
www.euroshop-tradefair.com/ticket

Day ticket €60

Two-day ticket €100

Five-day ticket €150

Students/Pupils €20

Tickets at gate:

Day ticket €80

Two-day ticket €120

Five-day ticket €180

Students/Pupils €25

The eTicket entitles you to free travel to and from the exhibition grounds on the day of your visit using the buses, trains and trams on the VRR transport network in price category D (DB / German Rail 2nd class, supplement-free trains only).

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