

Deutschland Österreich Schweiz



Dear POPAI and Shop! members,
dear Madams, dear Sirs!

September 2019

The next **EuroShop** will be held in Düsseldorf from **16 to 20 February 2020**.

In 2017 EuroShop – the World's No. 1 Retail Trade Fair – presented itself for the first time with a new concept: 7 dimensions of experience. This forward-looking change was honoured by exhibitors and visitors alike.

With 2,368 exhibitors on 127,000 sqm of net space and over 113,000 visitors from all over the world, EuroShop achieved the best result in its 50-year history.

In 2020 the seven existing dimensions (Shop Fitting & Store Design, Visual Merchandising, Lighting, Retail Marketing, Retail Technology, Refrigeration & Energy Management and Expo & Event Marketing) will have another addition. This 8th dimension at EuroShop will be called Food Service Equipment.

EuroShop is the world's largest trade fair for retail investment requirements. Future-oriented and dynamic as the industry itself, the trade fair presents itself in eight fascinating retail dimensions with all trends and topics that are moving the future.

Following the overwhelming success of our POPAI Village at Euro Shop 2017, POPAI DACH is now planning once more for a joint presentation in 2020. Together with our member and partner, Messe Duesseldorf, the trade show company, we have developed a concept and a variety of activities. A special offer for POPAI, Shop! its members and partners around the world.

For the first time our POPAI Village will be located at a new destination – the new, reconstructed hall 1 directly behind the new top South Entrance. This new building complex gives the fair a complete facelift towards the river Rhine.

Do take advantage of the opportunity to escape the conformity of row stands and become part of special stand locations with additional amenities for you and your visitors!

With more than 1,200m² (ca. 13,200ft²) we aim to create and provide a highly visible, international center of competence and excellence for Marketing@retail in a prime location of the exhibition.

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The Activities in Detail

POPAI Village approx. 1200 m² in **Hall no. 1 -NEW-**

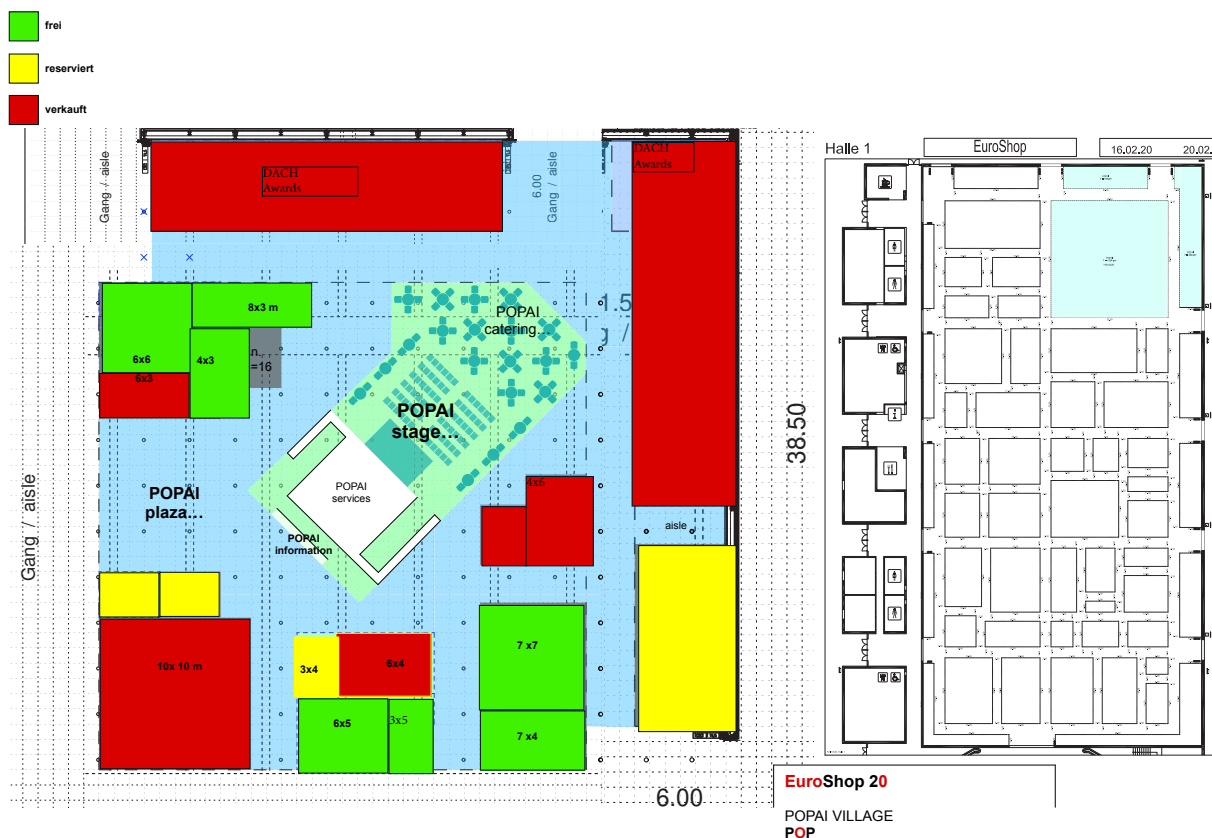
- approx. 600 m² individual booths for national and international companies
- Standardized, fully equipped stands in high execution quality (custom made construction)
- Open Forum for all show visitors, free presentations all day!
- Guided show tours for individuals and international groups
- International POPAI information desk
- Catering area
- POPAI DACH Awards exhibition

Location



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POPAI Village 2020



The floor plan is only a first draft, the final placement of the booths takes place during the booking process.

Our offer to you

We organize your fair booth from application to planning, organisation and construction (build-up and dismantling).

On top you also profit from a central POPAI Village with exhibition space

- Catering with catering personal
- POPAI office with office services
- Meeting room (reservation recommended)

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- Central storage, wardrobe, locker spaces
- Usage of all public spaces (lounge, etc.)

The stands are variable in size and dimension (12, 24, 36 and 60 m²); and are offered with following facilities:

- Platform flooring for easy underfloor cabling with POPAI carpet in neutral grey
- Wall construction of back and sidewalls in conventional chipboard white, height 3 m,
- 1 power connector, 3,3 KW plus 3 sockets 203V 10A
- general, bright illumination of your area with LED surface spotlights in approx. 4.0m height
- Backlit columns with company name
- prominent, top billing POPAI banner circled over POPAI joint stand at approx. 6,0m height
- Usage of all POPAI DACH Services (catering services, office, meeting)
- Usages of all common areas including central storage, lockers, wardrobe
- daily cleaning incl. waste disposal

Attention: there is no single stand guard

The following services can be booked optionally:

Paid additional services

Please book only via POPAI - do not use the services ("Online booking OOS") offered on the Messe Düsseldorf website or form. Only this way can POPAI guarantee a functioning delivery service just in time to your booth.

- Stronger or additional power connections, as well as additional sockets according to your specifications (drawings or exact description)
- Personalised wall colour to your specifications, **Attention: it is not possible to build your own walls in the areas around the forum**
- Furniture from a special selection offered by POPAI
- additional illumination of your area or exhibits according to your specifications (drawing or exact description)
- Graphics services "Production and Assembly" according to your specifications and data. Attention: for these services, you will receive an offer before the actual order, as these services are not standard with fixed prices!

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- Stand security available for construction and / or running time and / or dismantling, times according to your specifications!

Pricing Booths

Booth Size	POPAI Members**	Non Members
12 sqm	9.900,00 €*	10.900,00 €*
24 sqm	17.900,00 €*	18.900,00 €*
36 sqm	26.900,00 €*	27.900,00 €*
60 sqm	42.900,00 €*	43.900,00 €*

more sizes and prices on request

* **Please notice:** All prices charged with the German VAT rate on top (19%)!!! Exempt are companies from EU countries with IDE identification number, as well as companies from individual third countries. Each applicant from third countries has to be checked individually beforehand!!!!

**Valid membership in 2020

Terms of payment

In general the “Conditions of Participation” of the Messe Düsseldorf apply. Deviating from this applies: The invoice for participation charges will be send to the exhibitor together with confirmation of admission. Upon receipt of the invoice for participation charges issued by MaR D-A-CH GmbH 50% are payable immediately without deduction. The remaining 50% are payable the latest by January 2020.

Included in the price:

- Floor rental
- Booth construction in high quality as described earlier
- Usage of all common areas including central storage, lockers, wardrobe, conference room, POPAI Office, Catering services
- Exhibitor passes according to the conditions or participations from Messe Düsseldorf
- Media fee

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NEW

- Catering for exhibitors and their clients. Not included are alcoholic beverages and booths events.

Not included:

- Extra building costs
- Transportation and handling of own material
- Additional exhibitor passes / parking passes
- Electricity used
- Internet

Please notice that for special services such as ticket vouchers, parking permits and internet access we only act as intermediary. Complaints should be addressed to the service provider.

Should you have any other questions concerning EuroShop 2020, do not hesitate to get in touch with us.

Your POPAI D-A-CH EuroShop Team

Karin Wunderlich und Petra Zientek

EuroShop 2017



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