

Dear Sir or Madam,  
Dear Shop! Members,

Time flies by and with the start of the new year, **Euroshop 2026** is coming up in Düsseldorf from **February 22nd to 26th**. Once again, SHOP! D-A-CH is offering an outstanding platform for exhibition stands and communication with the Shop! Global Village.

Planning is in full swing and we would like to give you the opportunity to **reserve space** in our **Shop! Global Village until August 15th, 2025**.

This year, co-exhibitors will once again benefit from our central catering, the spacious lounge area, and the proximity to the Retail Marketing Stage, meeting rooms, and communication zones we manage. This saves you organizational effort and allows you to focus on what matters most.

### To summarize, 5 key facts:

- Location in Hall 4
- Size of the Shop! Global Village: 800 - 1.000 sqm
- Various booth sizes available (12 sqm, 24 sqm, 36 sqm, 60 sqm)
- Catering and hospitality for co-exhibitors and members
- Proximity to the Retail Marketing Stage

Booth fees for our members and non-members vary depending on the size of the booth. The following overview shows the details. Members save up to 9%. (All prices are net, plus VAT and media fee of Messe Düsseldorf)

Size	Shop! Members	Non-Members
12 sqm	13.400,00 €	14.700,00 €
24 sqm	26.100,00 €	28.700,00 €
36 sqm	37.500,00 €	41.000,00 €
60 sqm	60.000,00 €	66.000,00 €

### Our space offering at EuroShop 2026 includes the following services:

- 1 x 3.3 kW power connection, 3 x 230V 10A sockets
- Double layer flooring (for underground cable routing) with neutral gray carpeting
- Wall construction of the rear and side walls in conventional white chipboard (KS white), installation height 3.0 m
- General, bright illumination of your space with LED floodlights at a distance of approximately 4.0 m Height
- Superior graphic flagging of the SHOP! Global Village joint booth at a height of approximately 6.0m
- Use of the common areas, storage, and cloakroom
- Use of the Shop! Forum
- Use of the Shop! Services "Catering, Office, Meeting"
- Daily cleaning including waste disposal
- General stand security by a security guard

**The following services can be booked as an option:** A stronger or additional power connection and additional sockets according to your specifications // Registration of your own floor covering or a different color (standard trade fair colors, at no extra charge) according to your specifications // Different wall color according to your specifications // Separate stand security for your stand //

**If you are interested, we need the following information:**

- Information of the preferred booth at the Shop! Global Village

We would like to rent a space of **24** sqm

We would prefer this type of stand:

- ☒ Row stand (1 side open)
- ☐ Corner stand (2 sides open)
- ☐ Head stand (3 sides open)
- ☐ Open stand (4 sides open)

- Contact

E-mail

For any questions regarding the Shop! Global Village concept, different size of the exhibition stand, catering options, presentation platform, or bookings, please contact us at the following E-mail address: [info@shopassociation-dach.de](mailto:info@shopassociation-dach.de)

We are looking forward to hearing from you.

Sincerely yours,



Karin Wunderlich



Nadine Aymanns