



September 2022

Dear Shop!/POPAI Members,  
dear Madams, dear Sirs!

From February 26 to March 2, the retail world will meet again in the Düsseldorf exhibition halls.

EuroShop made trade fair history again in 2020. Through future-oriented themes. Through innovative, contemporary quality. 8 fascinating retail dimensions for successful business. Addressing all the trends and issues that shape retail today and will continue to do so tomorrow.

By far, EuroShop has always been the most important event worldwide for many of our companies and also employees. The event in 2023 will be decisive for the future and every participating exhibiting company contributes in solidarity with the entire industry to securing the future of this platform

EuroShop 2023 will once again be a PRIME EVENT.

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 our joint appearance, 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.

### Activities in Detail

#### Shop!/POPAI Village at EuroShop 2023

- approx. 300 m<sup>2</sup> individual booths for national and international companies
- Standardized, fully equipped stands in high execution quality (custom made construction)
- Retail Marketing Stage - Open Forum for all show visitors, presentations all day!
- Guided show tours for individuals and international groups
- International Shop!/POPAI information desk
- Catering area
- POPAI DACH Awards exhibition





## Standbuilding

### Booth more than 12 sqm

The stands are variable in size and dimension (12, 24, 36 and 60 m<sup>2</sup>)\*; and are offered with following facilities:

- Platform flooring for easy underfloor cabling with Shop!/POPAI carpet in neutral grey
- Wall construction of back and sidewalls in conventional chipboard white, height 3 m, some walls may need to be stabilized with backlit columns with your company name.
- 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
- prominent, top billing Shop!/POPAI banner circled over Shop!/POPAI joint stand at approx. 6,0m height
- Free use of Shop!-POPAI Retail Marketing Stage: 2 speaker slots a 30 min.
- Use of the Shop!/POPAI services “Catering, Office, Meeting”
  - Catering with catering staff for Exhibitors and their clients, stand events and alcoholic beverages are excluded.
  - Shop!/POPAI office with Internet and printer
  - Meeting room - reservation recommended
  - Central storage, wardrobe, lockers
  - Use of all public spaces (lounge etc.)
- daily cleaning incl. waste disposal

\*other sizes on request

## Packages

- **Complete Package with standard booth construction**  
incl. use of services “Catering, Office, Meeting”
- **Individual built construction by exhibitor**  
incl. use of services “Catering, Office, Meeting”. Please request an offer.
- **Groupstand 6 sqm**  
only as a joint stand with another exhibitors at the Shop!/POPAI Village  
incl. use of services “Catering, Office, Meeting”



12 sqm complete package with standard booth construction and extra artwork



12 sqm complete package with standard booth construction and decoration by exhibitor



18 sqm with individual booth construction

**EuroShop 2023 Shop! POPAI Village Members (worldwide)\*\***

Both Size (sqm)	Price for Members	sqm price	plus Media fee	Total Price for Members*
12	11.100,00 €	925,00 €	800,00 €	11.900,00 €
24	20.700,00 €	862,50 €	800,00 €	21.500,00 €
36	30.700,00 €	852,78 €	800,00 €	31.500,00 €
60	48.200,00 €	803,33 €	800,00 €	49.000,00 €
100	72.200,00 €	722,00 €	800,00 €	73.000,00 €
6	5.400,00 €	900,00 €	800,00 €	6.200,00 €
Startup***	3.100,00 €	516,67 €	800,00 €	3.900,00 €





EuroShop 2023 Shop! POPAI Village Non Members (worldwide)**				
Both Size (sqm)	Price for non Members	sqm price	plus Media fee	Total Price for Non Members*
12	12.100,00 €	1.008,33 €	800,00 €	12.900,00 €
24	22.700,00 €	945,83 €	800,00 €	23.500,00 €
36	33.700,00 €	936,11 €	800,00 €	34.500,00 €
60	52.200,00 €	870,00 €	800,00 €	53.000,00 €
100	77.200,00 €	772,00 €	800,00 €	78.000,00 €
6	6.100,00 €	1.016,67 €	800,00 €	6.900,00 €
Startup***	3.100,00 €	516,67 €	800,00 €	3.900,00 €

These are the prices for the “**Complete Package with standard booth construction incl. use of services “Catering, Office, Meeting”**”. Please ask us for other prices.

\* **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 2023

\*\*\* up to 5<sup>th</sup> year of founding

## Terms of payment

The “Conditions of Participation” of Messe Düsseldorf apply. The following payment dates deviate from this: 50% with confirmation of admission September 27<sup>th</sup> 2022 and the remaining 50% on January 6<sup>th</sup> 2023.

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, Shop!/POPAI Office, Catering services
- Exhibitor passes according to the conditions or participations from Messe Düsseldorf
- Media fee (1 exhibitor)



# EuroShop 2023

Düsseldorf 26.02 – 02.03.2023

Not included:

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

After ordering the extras, we will invoice you for an advance payment or a separate invoice after the trade fair.

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 2023, do not hesitate to get in touch with us.

Your Shop! D-A-CH EuroShop Team

Karin Wunderlich und Petra Zientek



Shop/POPAI Village



Stage/Catering Area

## EuroShop 2020



Infotheke/Meetingpoint



Catering Area