



**Expo + Event Marketing Dimension at EuroShop 2023:
Biggest showcase and ideas exchange for exhibition
architecture, design, event and live marketing**

135 international exhibitors in the Dimension Expo and Event Marketing +++ Lectures on brand experiences, innovative event formats and cross-media linking on the Expo + Event Stage +++ New Special on sustainability +++ Exhibitor Magazine (USA) presents EuroShop Award for best stand construction

EuroShop
THE
WORLD'S NO. 1
RETAIL TRADE
FAIR 26 FEB –
2 MARCH 2023
www.euroshop.de

From 26 February to 2 March 2023 EuroShop, The World's No.1 Retail Trade Fair, will be held in Düsseldorf. It is the world's leading trade fair for all innovation needs of retailers and their partners. One of EuroShop's eight Dimensions, the Dimension Expo + Event Marketing, is dedicated specifically to exhibition architecture, design, event and live marketing. This is because modern retail stores have long since also been about staging live communication, which means the topics of shopfitting and exhibition architecture, store design and communication design are increasingly converging.

Expo + Event Marketing on 7,000 m²

At the Dimension Expo + Event Marketing 135 companies will be presented this year. They will occupy a total of 6,000 m² net exhibition space in Hall 1 of Düsseldorf Exhibition Centre. This year trade visitors can again expect creative concepts and ideas galore, such as successful stand construction concepts, custom booth solutions, latest developments and applications for stand construction systems, mobile displays and display systems, trade fair appearances as part of integrated communication, exemplary exhibition architecture as well as accomplished connections of architecture and marketing.

Expo and Event Stage

The accompanying Expo and Event Stage is organised jointly by IFES (International Federation of Exhibition and Event Service), fwd: (Federal Association of the Event Business) and the m+a report trade magazine. In addition to interesting business cases, lectures on organising trade fairs on other continents and future trends, this Forum will also feature



**Messe
Düsseldorf**

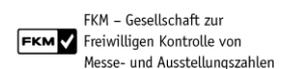
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Messe Düsseldorf:



Öffentliche Verkehrsmittel:
U78, U79: Messe Ost/Stockumer Kirchstr.
Bus 722: Messe-Center Verwaltung

diverse talks and panels on the topics of networking in the industry and sustainability.

Premiere: sustainability Special “Think sustainably – act responsibly”

Also dedicated to the sustainability theme is the Special “Think sustainably – act responsibly. How to create a sustainable future in LiveCom”. On this new special area in Hall 1/booth A65 the cooperation partners Messe Düsseldorf, IFES and fwd: will address the question: how can appearances at events be made more sustainable? The Special is broken down into three core areas where the sustainability theme is covered in a differentiated way. This breakdown into the various zones “Planning / Consulting / Conception”, “Logistics” and “Implementation” is based on the basic assumption that sustainability must be involved in the planning processes of events and trade fair participations from the outset. Needless to say, the realisation of the Special itself also complies with the criteria for the most sustainable trade fair participations possible, thereby proving impressively that sustainable appearances can by all means be real eye-catchers rather than driven by austerity.

Exhibitor Magazine EuroShop Award

Another highlight in the Expo & Event Marketing Dimension is the presentation of the coveted Exhibitor Magazine EuroShop Awards. This coveted accolade for the best stand construction is not only awarded in the Expo & Event Marketing Dimension but in all eight Dimensions. The renowned Exhibitor Magazine from the USA will also select the winners this time at EuroShop 2023 and recognise the most impressive exhibition stands. Furthermore, an audience award will be presented.

EuroShop 2023 will see around 1,800 exhibitors from 55 nations occupy well over 100,000 m² net exhibition space. EuroShop 2023 is open for trade visitors from Sunday, 26 February to Thursday, 2 March 2023, from 10.00 am to 6.00 pm daily. Admission tickets are only available online at www.euroshop.de/2130. 1-day tickets cost EUR 70.-, 2-day tickets are EUR 120.- and season tickets cost EUR 165.-.

For more information go to www.euroshop-tradefair.com. Find the online magazine of EuroShop at: mag.euroshop.de/en



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