



D-A-CH

**Country Office Germany
Karin Wunderlich
May 1st, 2007**

**EUROSHOP 2008,
Düsseldorf, Germany February 23rd – 27th 2008**

Dear POPAI Member,

with over 1600 exhibitors from 50 countries and 91.000 visitors from 93 countries (57% of total), the Euroshop in Düsseldorf, Germany can claim to be the world's most significant exhibition for our industry. Over 70% of the visitors are decision makers in their company, which makes a presence at this fair even more interesting.

In 2005 we had an amazing success with our POPAI Global Village. Under one roof we had 20 exhibiting companies, coming from Brazil, Germany, Italy, Russia, Switzerland and UK. We achieved to impress a truly global image of our joint association.

About our **activities for Euroshop 2008**:

With a total of 1100 sqm (about 3500sqft) we plan to present POPAI as the international competence centre for Marketing at Retail.

The attractive stand and layout concept has been developed by a university for design. The fair company has granted us a central location in the best spot. Now it is up to POPAI as a global organization to guarantee success.

The program:

- Global POPAI Village: ca. 1100 sqm in Hall 5
 - ◆ Ca. 500 sqm individual booths of member companies (12,24,36 sqm)
 - ◆ Central Forum (conference-) area, Catering Area, conference room and rest areas
- Forum: Daily conference program open to all visitors, presentations of member companies
- Conference: International POPAI Euroshop Conference on Feb.26th 2008

Furthermore we plan a daily meeting time for international visitors, who would like to meet their own countries POPAI representative, or fellow international visitors or exhibitors for a cup of coffee, snacks and a chat.

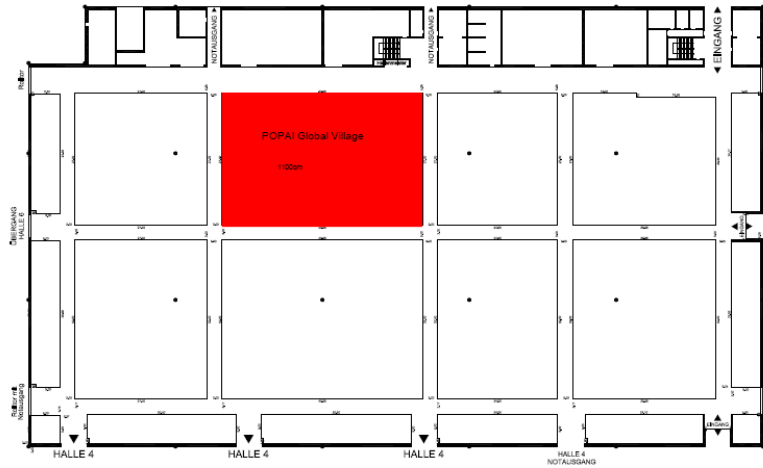
All this will be communicated by the fair in their publications, press releases and the daily program that is handed out to the visitors.

About the village:

The POPAI global village is centrally located in hall no. 5 in the Euro Sales Expo.

Hall No.5:

Halle 5 EuroShop 23.02.08 27.02.08



Hall no.5 is the central hall of the Euro Sales Expo (red cross is POPAI Global village)

EuroShop
The Global Retail Trade Fair
Düsseldorf, Germany
23.-27.2.2008
www.euroshop.de

Achtung! Öffnungszeiten: 10 - 18 Uhr
Please note: opening hours 10 am - 5 pm

HallenHalle 11 - 18	Euro-Concept Ladenbau, Ladeneinrichtung, Architektur & Store Design, Beleuchtung	Shopfitting, Store Equipment, Architecture & Store Design, Lighting
HallenHalle 16-17	EuroSales Kühltechnik, Kühlanlagen	Refrigeration Equipment
HallenHalle 7-8	EuroSales Visual Merchandising, Verkaufsförderung, POS-Marketing	Visual Merchandising, Sales Promotion, POS-Marketing
HallenHalle 6, 7a	EuroCIS Informations- und Sicherheitstechnik	Information and Security Technology
HallenHalle 9, 10	EuroExpo Messebau, Design, Event	Stand Construction, Design, Special Events
HallenHalle 1	Sonderveranstaltungen	Special Events

Messe Düsseldorf GmbH
Postfach 101550
40001 Düsseldorf
Germany
Tel. +49 (0) 211 49 60-91
Fax +49 (0) 211 49 60-68
www.messe-duesseldorf.de

Messe Düsseldorf

The offer is as follows:

We organize your fair booth – everything involved with it – application, planning, organisation and construction (build-up and dismantling).

On top of that you also profit from a central POPAI Area with expositions, rest areas, conference area with daily conference program and country meetings and info centre.

The booths are **variable (12, 24 and 36 sqm)** and are offered fully furnished as follows:

- Walls (light grey)
- Carpeting (light grey)
- Lights
- Electrical socket
- Table and 4 chairs
- Coat rack
- Info counter
- Company signs, graphic panels

Also included are the daily cleaning and the watch guard of the total area. We will offer catering and there will be international stand personnel.

Take a look:

Forum, Catering Area



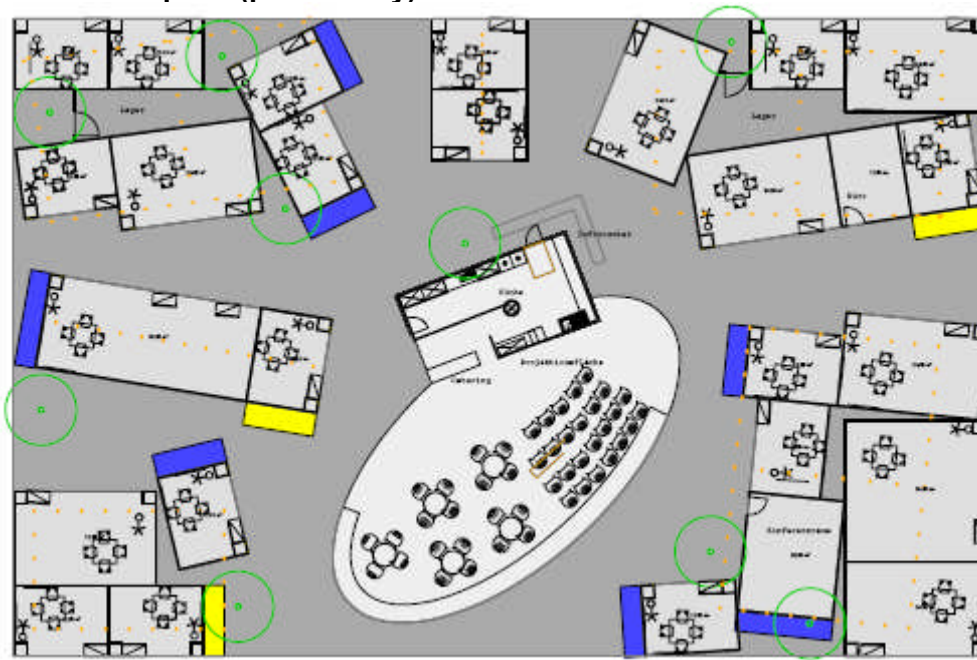
Central Infocounter



Village Impressions



The Groundplan (preliminary)



Prices:

12qm:	5.900 €
24qm:	11.500 €
36qm:	16.900 €

Included in the price:

- Floor rental
- Booth construction in high quality as described earlier (Extras are available for extra charge)
- Usage of all common areas, including locker room, wardrobe, conference room, catering and rest areas

If you are interested please fill out the application form and send it to the German POPAI office by Fax or mail.

Best regards

Karin Wunderlich