

easyFairs®

RETAIL SERVICES 2010

YOUR LOW RISK EXPORT GATEWAY TO EUROPE'S MOST LUCRATIVE RETAIL MARKETS

FINLAND | 17 & 18 March, 2010

SWEDEN | 23 & 24 March, 2010

UNITED KINGDOM | 05 & 06 May, 2010

BELGIUM | 05 & 06 May, 2010

NORWAY | 13 & 14 October, 2010

THE NETHERLANDS | 13 & 14 October, 2010

- Retail design, interiors & shop refurbishment
- Shop fittings & equipment
- In-store communications & signage
- Retail systems





The easyFairs® concept

Throughout Europe, easyFairs® brings specialised trade shows to the very heart of your markets. easyFairs was set up by experienced professionals who understand the dynamics of trade exhibitions, for customers who understand the value of face-to-face contact.

easyFairs trade shows are compact, time & cost-effective. Lasting only two days, they provide a hassle-free participation at a fixed all-in budget. No options, no surprises. Your stand is ready and waiting for you to do business.

easyFairs allows you in-depth market penetration, direct sales and prospect contact at a fraction of the cost of a normal trade show.

Cost-effective

- Meet hundreds of qualified prospects, customers and partners for the price of a trade press advertisement!
- A single all-inclusive price and therefore easily measurable ROI

Time-effective

- Rapid face-to-face contact: just turn up and do business!
- Easy to plan, book and participate

At the heart of your market

- Organised regionally – easyFairs takes the show to the buyers and influencers you want to meet
- Specialised and focused – for qualified trade visitors only
- A uniform format across Europe – enabling you to penetrate new markets with minimum risk

Environmentally-friendly

- Exhibitions with minimum carbon footprint

Trade shows for people who simply want to do business

Join the European retail supply sales circuit

Worth approximately € 7,000 billion per annum, retail is one of the world's most diverse and competitive industries. It is also one that is becoming increasingly international, with companies such as Wal-Mart, Tesco and Carrefour moving further into new markets, for example in eastern and central Europe.

This internationalisation in turn puts pressure on local and national chains and independents to invest in better shop fittings and retail technology. To compete successfully, retailers large and small must innovate with fresh ideas and design concepts to attract people into the store, and they must install displays and fittings that will get customers spending more.

Your export platform

This presents a great opportunity for retail suppliers to break into new export markets.

If you are a supplier to retailers, easyFairs offers a low-risk alternative to opening a local office, appointing a distributor or putting more salespeople on the road.

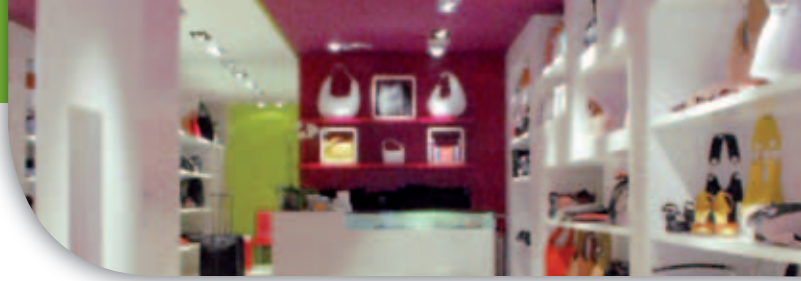
For the price of an advertisement in the local trade press, easyFairs gives you face-to-face contact with top buyers at a focused, two-day sales event. All easyFairs® RETAIL SERVICES shows take place in regions with an attractive mix of major retail chains and innovative independent retailers.

The easyFairs® RETAIL SERVICES portfolio takes you to the heart of Europe's most lucrative markets!

Exhibitor profile

These shows are sales platforms for suppliers of products and solutions to retailers, including:

- Innovative retail equipment
- Shop fixtures & fittings
- Retail interiors
- Visual display
- POP/POS
- Retail marketing
- Vending systems
- Display systems for branded merchandise
- "Shop in shop"
- Retail technology
- Crime prevention solutions
- E-POS systems/payment



Visitor profile

Reflecting the nature of the retail business, target visitors cover a very broad spectrum of buyers and specifiers from independent retailers and national and regional multiples, including:

- MDs, owners, proprietors & partners • Designers • Display managers • Store developers and floor planners • Marketers • Operations directors & managers • Project managers • Property & estates managers • Security directors/managers • Purchasing managers • Retail & commercial interior designers • Graphic designers • Shop fitters • Retail merchandisers • Retail consultants • Supermarkets & shopping centres

They represent a wide range of retail industry segments including:

- Groceries & general stores • Music & video • Electrical & hardware • High street fashion & boutiques • Home furnishings • Pharmacies • Travel agents • Hairdressers • Filling stations • Health and fitness!

Why visitors will attend

Unlike the big international exhibitions which attract a lot of casual visitors, easyFairs shows are exclusively designed to attract trade visitors and buyers who wish to do business and identify new suppliers. Here is what visitors say about easyFairs retail shows:

“A time-effective show in this format is a great way of finding new solutions and new suppliers at the same time. We are visiting easyFairs® BUTIKKLEVERANDØR to catch up with the latest in the industry.”

Peter Bergkvist, Purchaser for Shop Furnishings, H&M

“The benefit of this show is that you can meet several suppliers under one roof, which saves you lots of time. It is the perfect place not only to discover new products and suppliers, but also to talk to existing suppliers and close current deals.”

Brigitte Jabon, Technical Activities, Carrefour Belgium

All-in package

easyFairs® RETAIL SERVICES shows give you an all-in package, typically based on a choice of three stand modules, furniture and fittings and visitor promotion. Whichever size of stand you choose, everything you need is ready when you arrive.

✓ Stand module:

Stand build, name board, carpet, daily cleaning, two exhibitor passes, inclusion in show catalogue etc.

✓ Furniture and fittings:

Two chairs, one table, literature rack*, waste paper bin, power point*, two spotlights etc.

✓ Visitor promotion:

easyFairs gives you a complete programme of highly targeted promotional activities. We work in close cooperation with prominent trade magazines and user organisations. Plus, we give you at least 250 visitor invitations (if you need more, simply ask) and provide a variety of online and traditional communications tools to raise your visibility before, during and after the show.

* Subject to local availability



All easyFairs® RETAIL SERVICES shows feature free learnShops – independent mini-seminars designed to convey actionable information in short time slots, to ensure maximum circulation around the show floor:

Perhaps you would like to invite a customer to present a case study: It is the ideal opportunity to raise profile for your products and solutions. If so, get in touch with your local easyFairs office.

**Book early
for maximum
visibility!**

Book now!

Book your stands online
at easyFairs.com or
phone your nearest
easyFairs office.

- Stand module
- Furniture and fittings
- Visitor promotion

Here's what delighted exhibitors say about easyFairs[®] shows:

- “The show has provided a platform to launch our product range in the UK and gauge reaction from leading UK interiors professionals. We're very pleased with the response. The show has introduced us to retail businesses and architects; we've had many positive conversations.”
Mats Flygare, Chief Executive Officer Tego System
- “One notable visitor was representing a European retailer, one with 150 shops in Spain, which was due to launch a store in the UK. They specifically came to the event to build partnerships with UK shopfitters.”
Peter Richards, Managing Director, John Richards Shopfitters
- “Simple, slick, and the right visitors. We got many interesting prospects!”
Mark Hunter Purvis, Director, Opus 21 Digital
- “easyFairs[®] BUTIKSLEVERANTÖR is a great trade show giving you a quick, modern way to establish many good customer relationships. The contacts at the fair, together with the everyday contact with our customers, give us a good foundation for the future.”
Pär Lihufvudh, Key Account Manager, ADT-Sensormatic AB

Pricing & Calendar

easyFairs[®] RETAIL+ and VISUAL COMMUNICATION Utrecht, the Netherlands, 13 & 14 October 2010

Held in cosmopolitan Utrecht, at the heart of Europe's fifth largest conurbation, this successful 3-part show concept for the retail industry creates the perfect synergy across sector-specific solutions, technologies and services. Increase margins and productivity, communicate strategically with shoppers, and differentiate your commercial spaces from those of your competitors! RETAIL SYSTEMS: featuring innovative solutions to business issues such as customer information, payment, security, and cost-effective operations. VISUAL COMMUNICATION: a showcase for the newest, most creative ways to catch and hold the shopper's attention, as well as to convey essential information. COMMERCIAL INTERIOR & DESIGN: a centre of inspiration for retailers who want to marry aesthetics with sustainable functionality, while reflecting their unique brand philosophies

Stand price: 12m² module € 2,580

easyFairs[®] BUTIKKLEVERANDØR Lillestrøm/Oslo, Norway, 13 & 14 October 2010

Oslo is one of the world's most affluent cities. It has four contrasting shopping zones: Grønland is trendy and cosmopolitan; the downtown area close to Karl Johans gate includes major department stores; Bogstadveien/Hegdehaugsveien has upmarket and designer shops; and Grünerløkka has modern designer stores as well as numerous bars and restaurants.

Stand price: 12m² module NOK 29,400 (approx. € 3,660)

easyFairs[®] MYYMÄLÄ (SHOP) Helsinki, Finland, 17 & 18 March 2010

About 93% of retail sales in Finland are generated by domestic operators. Estimated at 37% growth over the next decade, the retail market in Finland is expected to continue outperforming the European average. The Helsinki Metropolitan Area boasts one of the world's highest per capita incomes and is home to a quarter of the country's total population; here is where you will also find the highest concentration of retailers, not only the "big names" like SOK, Kesko and Stockmann but also the myriad design houses, specialty boutiques and independent stores that characterise the Finnish retail scene.

Stand price: 12m² module € 2,640

easyFairs[®] BUTIKSLEVERANTÖR Stockholm, Sweden, 23 & 24 March 2010

Sweden is well known as the home of two of Europe's most innovative retail chains, IKEA and H&M. But downtown Stockholm is also a shopper's paradise, with home-grown Swedish design and fashion boutiques competing side-by-side with international brand name stores.

Stand price: 16m² module SEK 38,400 (approx. € 4,080)

easyFairs[®] INTERIOR FIT-OUT feat. easyFairs[®] RETAIL London, United Kingdom, 05 & 06 May 2010

easyFairs[®] INTERIOR FIT-OUT is the only event in the UK where architects, designers and project managers alike will source and specify contracting services alongside fittings and design solutions for their retail and commercial fit-out and refurbishment projects.

easyFairs[®] RETAIL (co-located with easyFairs[®] INTERIOR FIT-OUT) is offering the retailer a comprehensive overview of solutions and products to fulfil their retail needs.

Stand price: 12m² module £ 3,600 until 31/01/2010 (approx. € 4,500)
£ 3,800 until 04/05/2010 (approx. € 4,750)

easyFairs[®] RETAIL+ featuring easyFairs[®] VISUAL COMMUNICATION Brussels, Belgium, 05 & 06 May 2010

Belgium is renowned for innovations in retail, from the exclusive boutique to the hypermarket; in fact, Brussels is the home of Europe's very first shopping arcade (Gallerie St. Hubert). Comprised mostly of SMEs competing alongside mega-giants, the wholesale and retail trade sector generates 20% of Belgian value-add. But enterprises in such a mature industry really must innovate constantly in order to maintain profitability and keep their "edge": According to an independent survey, choosy Belgian shoppers directly associate store appearance with the quality of products sold there, which is why Belgian retailers renovate often!

Stand price: 12m² module € 2,700

All prices exclusive of local VAT and correct at time of going to press. For the latest details, please contact your local easyFairs sales representative or visit easyFairs.com. Please note that this is just a selection of the easyFairs[®] RETAIL SERVICES portfolio.

Offices

For more details, phone your local easyFairs office or visit easyFairs.com/contactus:

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