



Press release

Marketing at Retail Show 2010: a successful event

Paris, 13th April 2010 – After three days of meetings and highlights, the Marketing at Retail Show closed its doors on 1st April. Having brought together the full range of marketing expertise applied to the point of sale, the 2010 Show confirmed the event's position as the meeting place of choice for the industry.

Figures on the up

- Over 15,800 professionals travelled to the show, resulting in a 5% increase in overall attendance compared with the previous show in 2008.
- International visitors accounted for 13.5% of the total compared with 12.5% in 2008.
- 215 exhibitors (including 20% from abroad), nearly a 20% increase compared with 2008.
- Over 1,000 attendees for the conferences in the Agora space.
- Nearly 5,100 visitors discovered the Popai Awards space.

*"We have achieved a high quality set of results, with both visitors and exhibitors expressing a high degree of satisfaction", comments **Brune Jullien, Director of the Marketing at Retail Show**. "Thanks to the new highlights and the presentation of complementary and innovative know-how, the 2010 show fully lived up to its goals of offering professionals the keys to success and sources of inspiration to help them to create the shops of tomorrow."*

An expanded range that was a major draw

Thanks to the way in which the four expertise centres – POS advertising/Field marketing, Digital signage/Interactive technologies, Shop fitting/Retail design, Materials and Components – complemented each other, the show offered its visitors an outstanding shop window for all the marketing at retail solutions and techniques.

Backing this array of exhibits up, **the Innovation and Sustainable Development Gallery** allowed visitors to discover a selection of innovative projects in keeping with current concerns and future trends in technology and sustainable development.

The plenary conference sessions and the exhibitor workshops were another of this year's successes and attracted an even higher quality audience searching for innovative solutions, ideas, advice... in order to broaden their thoughts about the retail outlet of tomorrow.

As a genuine event within an event, the **300 POS items entered for the Popai Awards Paris 2010** and the [shortlisted entries](#) were revealed at the show on Tuesday 30th March. The awards ceremony will be staged during a gala evening on 24th June in the Musée des Arts Forains, Paris.

**See you at the next Marketing at Retail Show...
in 2012**

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THE GLOBAL ASSOCIATION FOR MARKETING AT RETAIL
FRANCE