

***Make a note in your diaries!***

*Paris, 22<sup>nd</sup> July 2009*

**MARKETING AT RETAIL**  
**announces its next show**  
**30<sup>th</sup> March to 1<sup>st</sup> April 2010**

Paris Expo – Porte de Versailles  – Hall 4

**Organized by Reed Expositions on behalf of POPAI France, Marketing at Retail is innovating once again for its 2010 show. It is because the retail outlet of tomorrow needs to reinvent itself today that the show is expanding what it offers through the addition of a new 'Materials and Components' centre of expertise, as well as also organizing a space dedicated to innovation and sustainable development.**

**The show's aim is to provide an overview of all the retail at marketing solutions offered by an array of 200 professionals drawn from all over Europe, so as to provide as complete as possible a response to the challenges and concerns of brands, distributors and networks.**

**New at the 2010 show**

So far as developments in the sector are concerned, Marketing at Retail is offering two major new developments that both confirm its global scope and its determination to adapt to trends in the market:

- **The creation of a Materials and Components centre of expertise dedicated to marketing at retail** that will bring together experts in raw materials, lighting, leds, flooring, wall coverings... and that will complement the three existing centres:
  - ✓ **POP advertising / Field Marketing**  
POP advertising, POP information, merchandising, sales promotion, commercial presentation organisation, sensory marketing, mobile marketing, bags and presentation boxes, displays shelves, testers...
  - ✓ **Shop fitting / Retail design**  
Design agencies, store fitting, window dressing, display stands, materials, commercial furniture...  
A space dedicated to **Agencies and Designers** will add to the value of this centre.
  - ✓ **Digital signage / POP Interactive Technologies**  
Screens, interactive terminals, smart displays, consultancy, software solutions, contents, control, installation, maintenance, mobile solutions...

Organisé par

- **The creation of a gallery dedicated to innovation and sustainable development in retail.** The aim of this new events space is to decipher the retail trends of tomorrow by focusing on:
  - ✓ **Technological innovations:** new materials being used, unusual display solutions, BtoC communication options...
  - ✓ **Sustainable development:** because environmental challenges are at the heart of tomorrow's retail thinking. The focus in this dedicated space will be on tools, materials, components and techniques that will allow environmental footprints to be reduced.

### Events you can't afford to miss...

Building on the success of the Agora in 2008, which drew in a total audience of 1500, the show will again be staging a **conference programme made up of general sessions and themed workshops** that will look at both themes for the future and actual cases in order to understand the challenges in the market, to exchange experiences and to anticipate the problems of tomorrow.

The **Popai Awards**, which provide recognition for the year's best creations and projects, stand at the heart of the event. Spanning everything from vehicles to foods, via perfumes, beauty products or textiles, some 450 innovative, creative and original projects will be entered for this competition, making it an international show case for all the best that is on offer to satisfy the needs of today's decision makers.

#### The show in figures

- 15,000 m<sup>2</sup> of exhibition space
- 4 centres of expertise covering the full range of marketing at retail solutions
  - 200 exhibitors
  - 10 000 visitors expected
- 45% decision makers, 55% promoters
  - 20 lectures and workshops

For further information about the show go to: [www.marketingpointdevente.com](http://www.marketingpointdevente.com)

**Marketing at Retail 2010 will be held in conjunction with the Marketing and Communications Event** in the same hall and on the same dates. Together, these two shows will offer comprehensive coverage from the communication plan to the retail outlet, generating synergy and creating a totally new event in Paris involving over 500 exhibiting companies, 4,000 experts and 20,000 visitors.

#### Press relations:

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#### Information and show bookings:

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