GLOBALSHOP 2019
DESIGN. RETAIL. BRANDS.

@ Retail X

June 25 - 27, 2019
McCormick Place, Chicago
If you want to be at the forefront of the re-imagination of the industry, you need to be at GlobalShop.

**GlobalShop**, the only trade show that combines retail design, merchandising, shopper-facing technology & marketing. It is the only annual industry event that puts you in the same room with 10,000+ industry professionals.

Your products in the hands of the retail innovators driving change = SUCCESS
Power in numbers. Companies send **teams, not individuals** to capture everything happening on the show floor.

GlobalShop is GROWING!

- **18%** increase in number of leads exhibitors received
- **15%** increase in CPG/Brands in attendance
- **13%** increase in Chain Retailers in attendance

Who Attends?

Retailers, Brands and Contract Design Firms focused on:
- Retail Design
- Visual Merchandising
- Store Design
- & Planning
- Innovation
- Consumer Insights
- Store Operations
- Retail Architecture
- Buying and Purchasing

Companies send **teams, not individuals** to capture everything happening on the show floor.

75% of the GlobalShop audience sent teams, not individuals.
The 2018 GlobalShop Audience

GlobalShop attracts attendees representing 2,200+ companies, 45+ countries and 48 states from all categories of retail!

TOP 10 STATES REPRESENTED:
- Illinois
- California
- Wisconsin
- New York
- Ohio
- Texas
- Michigan
- New Jersey
- Florida
- Missouri

TOP 10 INTERNATIONAL COUNTRIES REPRESENTED:
- Canada
- Mexico
- Argentina
- China
- Brazil
- United Kingdom
- South Africa
- Japan
- Chile
- Australia
Attendee Job Functions

<table>
<thead>
<tr>
<th>Job Function</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Store Planning Design/Visual Design/Merchandising</td>
<td>38%</td>
</tr>
<tr>
<td>Executive/Senior Management</td>
<td>21%</td>
</tr>
<tr>
<td>Marketing &amp; Brand Management</td>
<td>15%</td>
</tr>
<tr>
<td>Creative/Design/Graphic Arts</td>
<td>13%</td>
</tr>
<tr>
<td>Construction/Facilities/Operations</td>
<td>6%</td>
</tr>
<tr>
<td>Purchasing/Specifying/Estimating</td>
<td>3%</td>
</tr>
<tr>
<td>Product/Brand/Category Management</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
</tr>
</tbody>
</table>

Market Sectors

35% of the GlobalShop audience specify across multiple commercial design channels.

Annual Purchasing Power

- 14% of attendees specify MORE THAN $50 million
- 14% of attendees specify between $10 million and $50 million
- 43% of attendees specify between $1 million and $10 million
It's easy to connect the dots...  

...when you have all the dots.

The 3 Leading Retail Tradeshows Together, 
For The First Time EVER.

RetailX is breaking down silos 
and bringing together teams.

20,000+ attendees
1,200+ exhibiting brands
Educational Sessions
#GlobalShopShow

Connected

Connection Growth from 2016 - 2018

- **23,000+ views**  41% growth
- **5,400+**  60% growth
- **4,700+**  More than 500,000 impressions in March 2018
- **3,600+**  6% growth
- **2,200+**  More than 66,000 impressions in March 2018

Total Reach more than 7 million!

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Emerald is a leading operator of business-to-business trade shows in the United States. We currently operate more than 55 trade shows, as well as numerous other face-to-face events. In 2017, Emerald’s events connected over 500,000 global attendees and exhibitors and occupied more than 6.9 million NSF of exhibition space.