



inspired retail



GLOBALSHOP 2018

March 27 - 29, 2018  
Chicago, McCormick Place  
globalshop.org

DESIGN. RETAIL. BRANDS.

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## GlobalShop returns to Chicago in 2018!

### Why Chicago?

**Density** - The same reason GlobalShop was launched in Chicago and remained there for 10 years holds true today. There are more retail and brand headquarters within a 500 mile radius than any other city in the U.S..

**Proximity** - Market density surrounding Chicago yields lower travel costs and less time out of the office for more key buyers.

**Productivity** - Chicago is known as a productive business environment. Additionally, when attendees arrive at McCormick Place, they stay throughout the duration of the day.

The decision to increase frequency of Chicago in the city rotation was based on a history of attendance growth and success for exhibitors.

In 2013, GlobalShop moved from Las Vegas and returned to Chicago.

### The result...

**14.9% Increase in total qualified attendance, including growth in the key buyer categories :**

- 54% Growth in Brand/CPG attendees
- 7% Growth in Retailer attendees
- 89% Growth in Contract Design Firm attendees

**New buyers from key regions:**

- 50% increase in attendance by Midwest and East Coast buyers.

Recognition by Trade Show Executive as the  
**'2013 Fastest Growing Trade Show by # of Attendees'**

### Future Show Dates / Location:

2018: March 27 – 29, McCormick Place, Chicago

2019: Dates TBD, Mandalay Bay, Las Vegas

2020: Dates TBD, McCormick Place, Chicago

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