inspired retail

GLOBALSHOP 2018

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

GlobalShop | Why Exhibit?
GlobalShop returns to Chicago in 2018!

Chicago – more retail and brand headquarters within a 500 mile radius than any other city in the U.S.

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.

meet the new players
build your existing relationships
learn about your competition and industry
control your message
...all face to face

The GlobalShop show floor is conveniently divided into different pavilions:

- Visual Merchandising
- Store Design & Operations
- Store Fixturing
- Lighting
- Digital Retail Technology
- At-Retail

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

ATTENDING COMPANIES
(2017 Partial List)
Top 100 Retailers indicated in **bold**
7 ELEVEN
ABERCROMBIE & FITCH
ACADEMY LTD.
ACE HARDWARE
ADIDAS
AHOLD USA
ALBERTSON’S LLC
AMAZON.COM
AMERICAN GIRL
ANN TAYLOR
APPLE
ARMY & AIR FORCE EXCHANGE SERVICE (AAFES)
ASCENA RETAIL GROUP
ASHLEY FURNITURE
AT&T
ATHLETA
AUTOZONE
BANK OF AMERICA
BARNES & NOBLE
BATH & BODY WORKS
BAYER
BED BATH & BEYOND
BELK
BENJAMIN MOORE
BEST BUY
BIG LOTS
BOSE CORP
BURLINGTON STORES
CAESARS ENTERTAINMENT
COCA COLA
The GlobalShop Audience
(based on 2017 Attendee Data)

How much purchasing power does the GlobalShop audience have?

- $50 million - 5 billion: 11%
- $10 - 50 million: 14%
- $5 - 9 million: 11%
- $1 - 5 million: 32%
- under $1 million: 30%

Management (i.e. CEO, Vice President, Director): 25%
Marketing/Advertising/Sales: 15%
Creative/Design/Graphic Arts: 14%
Store planning/Design: 9%
Visual Merchandising/Display: 9%
Purchasing: 9%
Merchandising management/Merchandising: 9%
Construction/Facilities: 5%
Other: 8%

Chain Retailers: 29%
Contract Design Firms: 17%
Brands/CPGs: 15%
Ad/Marketing Agencies: 14%
Independent Retailers: 11%
Distributors: 8%
GlobalShop attracts attendees representing 2,200+ companies, 45+ countries and 48 states from all categories of retail!

**TOP 10 STATES REPRESENTED:**
- California
- New York
- Texas
- Illinois
- Nevada
- New Jersey
- Florida
- Ohio
- Georgia
- Minnesota

**TOP 10 INTERNATIONAL COUNTRIES REPRESENTED:**
- Canada
- Mexico
- China
- Australia
- Japan
- Chile
- United Kingdom
- Colombia
- Argentina
- Brazil

A&D Firms play a role in purchasing decisions and often find themselves at GlobalShop sourcing several projects, across multiple commercial design sectors. In addition to retail, designers also serve the following channels:

- **HOSPITALITY:** 12%
- **WORKPLACE:** 8%
- **RESIDENTIAL:** 8%
- **HEALTHCARE:** 6%
- **EDUCATION:** 4%

**Companies Represented:**
- JOHNSTON & MURPHY
- KOLLS
- KROGER
- L BRANDS
- LEGO
- LIDS SPORTS GROUP
- LOWE’S COMPANIES
- LUCKY BRAND
- LLULULEMON ATHLETICA
- LUXOTTICA
- MACY’S
- MCDONALDS
- MEIJER
- MICHAEL KORS
- MICHAELS STORES
- MICROSOFT
- MG2
- NESTLE USA
- NEWELL RUBBERMAID
- NIKE
- NORDSTROM
- O’REILLY AUTOMOTIVE
- OFFICE DEPOT
- PAYLESS SHOESOURCE
- PEP BOYS
- PEPSICO
- PETCO ANIMAL SUPPLIES
- PETSMART
- PIER 1 IMPORTS INC
- PORSCHE
- POTTERY BARN
- PUBLIX SUPERMARKETS
- RALPH LAUREN
- RED BULL
The GlobalShop Network

Relationships with key media, trade show and association partners allows GlobalShop to connect exhibitors with the industry far beyond the trade show floor.

**Design:retail**

Design:retail is the industry's leading resource for tracking retail trends news, products and projects that are crafting tomorrow's retail environments. 20,000+ print subscribers and 17,000+ digital subscribers.

**Shop!**

Shop! is the global non-profit trade association dedicated to enhancing retail environments and experiences. Shop! represents more than 2,000 member companies worldwide.

**IIDA**

IIDA supports design professionals, industry affiliates, educators, students, firms, and their clients through a network of 15,000+ members across 58 countries.

GlobalShop is part of the Emerald Expositions Design Group, which is the leading B2B media stakeholder in the commercial design industry with an audience of 250,000+ contract designers and architects, 365 days a year.

Social Outreach

- **Facebook**: 3,300+ likes, 70%+ growth YoY
- **Twitter**: 4,000+ followers, 25%+ growth YoY
- **LinkedIn**: 3,400+ members
- **YouTube**: 23,000+ views, 50%+ growth YoY

#GLOBALSHOPSHOW #GLOBALSHOP

- **Emerald Expositions Design Group**
  - RED WING SHOE COMPANY
  - REI
  - RITE AID CORPORATION
  - SAKS FIFTH AVENUE
  - SALLY BEAUTY COMPANY
  - SAMSONITE
  - SAMSUNG
  - SEARS HOLDINGS
  - SEPHORA
  - SHERWIN WILLIAMS
  - SHOE CARNIVAL
  - SIGNET JEWELERS
  - SONY
  - STAPLES
  - STARBUCKS COFFEE CO.
  - SUPervalu
  - TAG HEUER
  - TALBOT
  - TARGET
  - THE TJX COMPANIES
  - TORY BURCH
  - TOYS 'R US
  - T-MOBILE
  - TRUE VALUE CO
  - UNDER ARMOUR
  - VERIZON WIRELESS
  - VICTORIAS SECRET
  - WAKEFERN
  - WALGREENS CO
  - WENDY’S
  - WHOLE FOODS MARKET
  - WILLIAMS SONOMA
  - WINCO FOODS
  - YUM! BRANDS
2017 Attendees (partial list)
For more information, please contact one of our sales representatives:

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