THE ONE EVENT DESIGNED FOR THE NEW ERA OF RETAIL

“There’s never been a more disruptive time in the history of retail.”
—Judith McKenna, COO, Walmart

**BRICK AND MORTAR IS BACK (AND MORE EXCITING THAN EVER BEFORE)**

Shopper preferences are causing a big shift in retail. Online-only, e-commerce retail giants and direct-to-consumer brands are increasingly seeking an in-store presence and/or building their own stores, while solutions like BOPIS are changing the look and function of brick-and-mortar stores. The worlds of e-commerce and physical retail are more intertwined than ever, and retailers are striving to find the right balance. With this retail evolution well underway, it’s important for retail buyers and manufacturers to get their products into the hands of decision makers in multiple retail channels. As a GlobalShop exhibitor, you’ll get exposure to the top retail brands and native brick-and-mortar stores expanding into e-retail, as well as a new audience of pureplay e-commerce and omnichannel companies looking to stay competitive.

**GLOBALSHOP @ RETAILX: AN UNBEATABLE OPPORTUNITY**

This year, GlobalShop is joining forces with two of the nation’s top retail events: Internet Retailer Conference and Exhibition (IRCE), the industry’s largest e-commerce event; and RFID Journal LIVE! Retail, the world’s only RFID event dedicated specifically to retail applications. For the first time ever, the full retail spectrum (e-commerce, brick-and-mortar and the RFID technology that bridges the two) will come together in one location. This gives retailers from all market segments—and the exhibitors that serve them—the opportunity to get a clear picture of the transforming world of retail, all while enjoying the GlobalShop you’ve known and loved.

**HOW WE’RE BRINGING YOUR BUYERS TO GLOBALSHOP @ RETAILX**

Co-locating with IRCE and RFID Journal LIVE! Retail isn’t the only change happening in 2019. Here’s what we’re doing to deliver and help you connect with high-level decision makers from all market segments.

**Exclusive content.** The education program Retail TouchPoints Live! @ RetailX is a new conference, built from the ground up by Retail TouchPoints, the leading publication covering omnichannel strategies and digital transformations. It is specifically designed to help executives and brand leaders understand the changing retail landscape. Topics include design trends, consumer behavior research, future thinking, the retail transformation and much more.

**More ways to connect.** One of the biggest reasons retailers come to GlobalShop is to build relationships with other attendees and exhibitors. We’ve added new special events to the schedule to help you leverage the new connections and leads made possible through the new co-location at RetailX.

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<th><strong>TUESDAY, JUNE 25</strong></th>
<th><strong>WELCOME RECEPTION</strong></th>
<th><strong>DESIGN RETAIL CITYSCENE CHICAGO</strong></th>
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<td>4:00 PM – 6:30 PM</td>
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<tr>
<th><strong>WEDNESDAY, JUNE 26</strong></th>
<th><strong>OPEN BAR RECEPTION</strong></th>
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THE INTERSECTION OF ALL THINGS RETAIL
Find your buyers (and reach new markets!) at GlobalShop @ RetailX, the only trade show that combines retail design, merchandising, shopper-facing technology and marketing.

THE ONE RETAIL EVENT YOU CAN’T AFFORD TO MISS
GlobalShop is now part of RetailX! Three retail trade shows—GlobalShop, IRCE and RFID Journal LIVE! Retail—are coming together for the first time ever, bringing the entire retail ecosystem together in one place and giving exhibitors MORE opportunities to access MORE potential buyers in MORE market segments than any other industry event!

GLOBALSHOP IS GROWING
The attendee list at GlobalShop keeps expanding, with an increasing number of retailers from a wide range of brands looking to source the latest materials, fixtures, lighting, display solutions and more.

18% increase in number of leads exhibitors received
15% increase in CPG/brands in attendance
13% increase in chain retailers in attendance

THE BIGGEST BRANDS, EVEN BIGGER OPPORTUNITIES
In 2018, 75% of attending companies sent teams instead of individuals, including Ulta, Kohl’s, Walmart, Starbucks, Saks Fifth Avenue, Walgreen’s, Google, Samsung, Amazon and Warby Parker. By co-locating with two other leading industry shows, RetailX becomes the one event that represents 95% of a company’s capital expenditure budget, thereby attracting more C-level decision makers and larger buying teams.

ACCESS HIGH-LEVEL DECISION MAKERS IN MULTIPLE MARKETS
GlobalShop attendees are decision makers and C-level executives with purchasing power—and they come to buy.

14% of attendees have a purchasing power of more than $50 million
14% of attendees have a purchasing power between $10 million and $50 million
43% of attendees have a purchasing power between $1 million and $10 million

GET YOUR BRAND IN FRONT OF A GLOBAL AUDIENCE
The 400,000 sq. ft. trade show floor at RetailX puts you in the same room with 20,000+ industry professionals representing 45 countries and 48 states.

Prime booth spaces will fill quickly—reserve yours today!

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