



2022  
**shop!**

# MarketPlace

ELEVATING THE IN-STORE EXPERIENCE

May 24-26, 2022 | Palmer Events Center | Austin, TX

# Exhibitor Prospectus

[SHOPASSOCIATION.ORG/MARKETPLACE](http://SHOPASSOCIATION.ORG/MARKETPLACE)

PRODUCED BY: **Smart  
WORK-MEDIA**

IN PARTNERSHIP WITH: **shop!**

**vmsd**

# 2022 shop! MarketPlace

ELEVATING THE IN-STORE EXPERIENCE

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## **STAND OUT AT THE INDUSTRY'S NEW BOUTIQUE TRADE FAIR COMMITTED TO ELEVATING THE IN-STORE EXPERIENCE: SHOP! MARKETPLACE 2022.**

This May, retailers, brand owners and design professionals from across the globe will be inspired by the education, networking and the discovery of the latest curated products, services and innovations impacting the future of the consumer experience. This is your chance to connect with highly engaged buyers in a uniquely sophisticated and experiential setting!

### **WHO SHOULD EXHIBIT?**

This is a must-participate industry event for suppliers, manufacturers and service providers that impact the in-store consumer experience such as:

- Fixtures
- Lighting
- Flooring
- Surfacing material
- Furniture
- In-store technology
- Store design
- Promotions
- Visual merchandising design
- Architecture & facades
- Decorative & props
- Mannequin & forms
- Materials
- Signage & graphics
- POP displays (permanent, semi-permanent & temporary)
- Aisle enhancers (end caps, etc.)
- On-shelf promotions
- Foreign trade commissions
- BOPIS/BORIS/ROPIS

### **WHY EXHIBIT AT MARKETPLACE 2022?**

- Curated premium booth systems with turnkey design solutions available in 10x10 and 10x20 options.
- Collaborate and connect with an audience of retailers and professionals dedicated exclusively to the in-store experience.
- Showcase your latest products, services and innovations in your booth space.
- Learn what potential customers want most from your product category.
- Enjoy ample networking opportunities with attendees outside trade fair hours during daily mealtimes, an opening cocktail reception, a design competition and award ceremonies.
- Participating exhibitors and sponsors receive access to the final attendee list and contact information.



## TYPES OF ATTENDEES

Hundreds of professionals from every sector of the retail/in-store experience industry representing the U.S. and abroad including:

- Chain & independent retailers
- Consumer package goods companies/brand owners
- Design & architect firms
- Consulting/branding firms
- Shop! Association members & non-members



## SHOW DATES AND HOURS

Tuesday, May 24: Exhibitor Move-in 8 a.m. - 4:30 p.m. + Industry Party 7 - 9:30 p.m.

Wednesday, May 25: 10 a.m. - 5 p.m.

Thursday, May 26: 9 a.m. - 4 p.m.



## CONFERENCE SESSIONS

Attendees will hear insights from peers and industry thought leaders to gain fresh perspective on retail design and the consumer experience. Conference sessions will be strategically placed on the show floor creating a lively environment and maintaining booth traffic during trade fair hours.



## EXHIBIT SPACE

Exhibiting companies will be showcased in a 45,000-square-foot exhibit hall with a truly interactive plan to keep attendees engaged, educated and energized throughout the event.

[VIEW THE FLOOR PLAN HERE](#)

# BOOTH PACKAGES AND INVESTMENTS

## STANDARD BOOTH PACKAGE

**Includes drayage\*, basic WiFi and vacuum services before the start of the show.**

10X10: \$5,100

10x20: \$10,200

**NOTE:** If purchasing a standard booth space, you must adhere to the **current International Association of Exhibitions and Events (IAEE) Booth Display Regulations**. Your Senior Market Strategist can provide a copy of these guidelines.

► If you do not have a hard wall for your booth space, one can be provided to you at an additional fee of \$4,000.

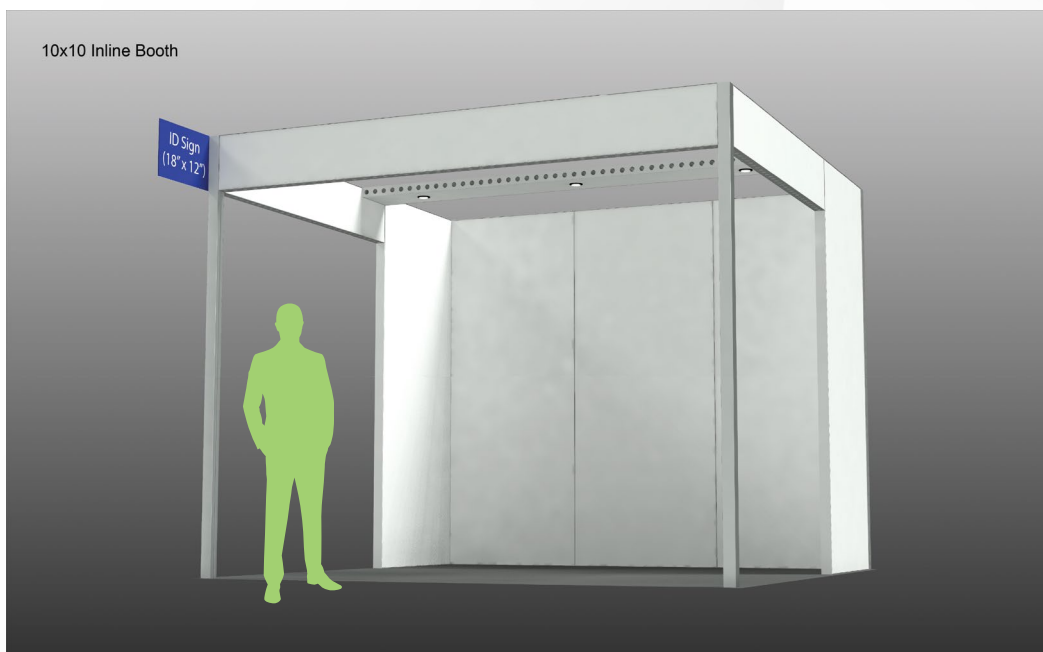
## PREMIUM BOOTH PACKAGE

**Includes drayage\*, hard wall, lighting, electric, carpet, basic Wi-Fi and vacuum services before the start of the show. Ask your sales representative about additional upgrades for your booth!**

10X10: \$7,800 | 10x20: \$15,600

**NOTE:** Please reference the rendering below for an example of a premium booth system.

*\*Drayage is the round-trip labor charge to move your goods between the Palmer Event Center loading dock and your booth. Goods must be shipped directly to trade fair site. The drayage package excludes small package delivery i.e. FedEx.*



Example rendering of 10x10 premium booth system.

# MARKETING SUPPORT AND ADDED BENEFITS

	<b>10x10 BOOTH</b>	<b>10x20 BOOTH</b>
<b>Exhibitor listing in the Shop! MarketPlace Show Directory</b> to be featured in the May issue of <i>VMSD</i> and on the event website and shopassociation.org	✓	✓
<b>Exhibitor Showcase Online Console</b> (Basic Package) Hosted on the MarketPlace event website and shopassociation.org. Includes 200-character description, company name, address, booth number and website URL (up to 5 product categories)	✓	✓
<b>Inclusion in special MarketPlace eShowcase emailed to Shop! and VMSSD database</b>	✓	✓
<b>Inclusion in the event mobile app</b>	✓	✓
<b>Customer referral code + invitation tools</b> (promotional graphics and a discount code to invite your customers and prospects to attend)	✓	✓
<b>Passes to Tuesday night industry party</b>	2	2
<b>Booth personnel passes</b> (additional passes available for purchase)	5	10
<b>Complimentary show passes for VIP customers</b>	5	10
<b>Access to final attendee list</b>	✓	✓

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

Contact your sales representative for more information and pricing!

- Lanyards
- Conference tote bag
- Industry party
- Sponsored coffee/refreshment breaks
- Shop! Association OMA Awards & Gala
- Shop! Association Honors Luncheon
- Exhibit floor cocktail receptions
- Shop! International Breakfast
- Content Theater/Keynote Speaker (5 available)



### CONTACT US TODAY

TO LEARN MORE ABOUT EXHIBITOR & SPONSORSHIP PACKAGES!



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# SHOP! MARKETPLACE EXHIBITOR APPLICATION

Please complete this page, scan and **EMAIL** to your sales representative. (See contact information on previous page.)

## EXHIBITOR INFORMATION

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Billing Contact: \_\_\_\_\_ Contact Email: \_\_\_\_\_

Direct Phone: \_\_\_\_\_ Company Email Address: \_\_\_\_\_

**SHOP! MARKETPLACE EXHIBIT SPACE — May 25-26, 2022 | Palmer Events Center | Austin, TX**

## STANDARD BOOTH PACKAGE INVESTMENT

*(Includes drayage and basic Wi-Fi only)*

10x10 Member: \$4,650 | Non-member: \$5,100

10x20 Member: \$9,300 | Non-member: \$10,200

**Add \$300 per corner (if applicable)**

\$ \_\_\_\_\_

\$ \_\_\_\_\_

## PREMIUM BOOTH PACKAGE INVESTMENT

*(Includes drayage, 8'-high white hard walls, booth ID sign (11"x17"), one light bar, electric, basic Wi-Fi, gray carpet)*

10x10 Member: \$7,350 | Non-member: \$7,800

10x20 Member: \$14,700 | Non-member: \$15,600

**Add \$300 per corner (if applicable)**

\$ \_\_\_\_\_

\$ \_\_\_\_\_

TOTAL: \$ \_\_\_\_\_

Preferred Booth # Location: \_\_\_\_\_