

## RetailEXPO 2019: Visitor registrations now open

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**\*Lego, Virgin Holidays, Naked Wines and Asda among speakers confirmed\***

**\*Over 15,000 retailers, tech exhibitors and design and manufacturers together for show\***

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**XX February 2019– Richmond, London – RetailEXPO**, Europe's leading retail solutions show, which unifies Reed's three leading retail shows, RDE, RDSE and RBTE, into an exciting new single show event that mirrors the transformation within the retail industry, is [now open for 2019 visitor registrations](#).

Taking place on 1-2 May 2019 at London Olympia, **RetailEXPO** will bring together over 15,000 retailers, brands, retail design businesses and tech exhibitors. **RetailEXPO** gives retail and hospitality firms the insight, latest design inspiration and technology innovation to re-energise their businesses, enhance customer experience, and drive performance. It also combines an exciting programme of design focused talks, panel discussions, creative networking events and installations being run alongside the main exhibition, making it a single source of ideas, innovations and solutions in retail design, visual merchandising and shop fitting.

The **RetailEXPO** Design Zone includes a wide range of exhibitors ranging from designers and manufacturers, surfaces, materials and flooring companies, fixtures and fitting suppliers and shopfitters in four micro-zones, allowing for ease of navigation, including Lighting; POP, Marketing & Visual Merchandising; Shop Fitting & Store Fixtures and Store Design.

Additionally, the conference programme showcases the latest insight and analysis from the retail industry's sharpest thinkers with six stages and a programme of 150+ experts across retail design, digital signage and tech. The dedicated Store Design & Experience Stage will focus on how bricks and mortar stores can adapt to how today's consumer shops. Expert speakers will provide insight into the challenges and opportunities for physical retail stores as shoppers demand even more from in-store experience, expecting to be surprised and delighted by the retail environment. There are dedicated speaking streams focused on understanding the future role of stores for connecting with and engaging customers, how to seamlessly combine physical stores and digital as well as harnessing visual merchandising to attract, engage, inspire and influence customers, and more.

New in 2019 the Stylus VIP Masterclass, providing in-depth insight into the Five Key Shifts Impacting Retail, will be hosted by Katie Baron, Global Head of Retail for Stylus, the leading trends forecasting, research and advisory agency. Another new feature will be guided visitor tours, led by Alan Taylor, previously the Head of Design for B&Q, showcasing his 'top picks' of must-see design exhibitors in the Design and Digital Signage Zone.

Other popular show features making an appearance at this year's show, include the Design Champagne Bar and the Innovation Awards, which celebrate businesses for their creative and cutting-edge approach to retail, with the winners highlighted on the show floor with the Innovation Trail.

Additionally, the winners of the 2019 International Visual Merchandising Awards, which reward the best examples of visual merchandising from around the world and across all sectors of retail, and the Retail Design Students Awards, showcasing the future stars of retail design, will be announced on the first day of **RetailEXPO**.

Another feature that will bring anticipation and excitement on the first day of **RetailEXPO**, will be the announcement of the POPAI Awards shortlist, celebrating innovation and excellence in-store and throughout the shopper experience.

Matt Bradley, Event Director of **RetailEXPO**, commented: "The role of the bricks and mortar store is changing and more than ever before store design and visual merchandising have a crucial role to play in delivering retail performance. The most successful retailers are creating an aspirational in-store environment that compliments their ecommerce offering and rewards shoppers for their custom through inspiring store experiences. The Design Zone at **RetailEXPO** is a must see for everyone involved in the retail design process, providing unrivalled access to the brands, suppliers and innovators at the cutting edge of retail, working to create the immersive, connected, service driven spaces that are crucial to retail success in 2019 and beyond."

Visitors can sign up online for their [free pass on the RetailEXPO website](#).

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For further information about **RetailEXPO**, Reed's leading European retail trade show, please contact the Fieldworks PR team:

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#### **About Reed Exhibitions**

Reed Exhibitions is the world's leading events business, enhancing the power of face to face through data and digital tools at over 500 events a year, in more than 30 countries, attracting more than 7m participants.

We help match customers with the right solution. Our events enable customers to learn about a market, source products and complete transactions, generating billions of dollars of revenues for the economic development of local markets and national economies around the world.

<http://www.reedexpo.com/>

#### **About RetailEXPO**

Europe's leading event for the retail industry, RetailEXPO is the must-attend event for retail and hospitality organisations looking for the right tools, solutions, innovations and advice on how to best run their business.

RetailEXPO attracts movers and shakers from across the globe, all hungry for ideas, information, and products and solutions to help them run their retail organisations even more effectively. They come to do business with the wide range of exhibitors who enjoy a successful show.

In addition to the 500+ suppliers on show, we offer an outstanding free conference programme featuring leading independent expert speakers in over 50 sessions and great interactive features.

<http://www.retailexpo.com/>