



June 15th – 16th 2021

Exhibitor Information



Virtual Show For 2021



In response to the ever-present need to **bring the industry together** and assist both sides of the client-supplier relationship, POPAI is pleased to announce its **first-ever virtual expo** in the summer of 2021.

Combining **industry-leading suppliers** with a professional online user experience, the expo will provide exhibitors with an **affordable, effective route to market**.

Retailer & brand-owner visitors will be able to engage with the world's most **dynamic supply chain** in an accessible, convenient and easy-to-use format from the comfort and safety of their desks.



With the POPAI Awards nominations & conference session running alongside, this event will attract a broad mix of UK retail professionals



Key features

Virtual 2-day expo; exhibitors & visitors online

Visitors from across POPAI's network can attend

Off-the shelf exhibition packages

Rich interaction opportunities; AV, literature live chat & Zoom

Featuring Awards nominations & conference sessions



Visitor audience

Large retailer & brand-owner network from across UK & IRE



Shopper marketing, in-store, format, brand, display & category professionals



Agencies looking for supply chain partners



All directly relevant to POPAI & members



3,500 industry brand contacts, 1,500 industry retailer contacts

Who should exhibit and why?

- Businesses involved in P-O-P, shopper marketing, retail design, digital technologies
- Those providing supply chain solutions, raw materials and ancillary services to the industry
- Get in front of key decision makers
- Generate new leads
- Raise awareness of your business



Floorplan

POP AI AWARDS GALLERY

Come and view the 2021 POPAI Awards entries.
Nominations event on day 1

SEMINAR THEATRE

A place to learn and engage with industry leaders, visitors will be able to come and watch a mix of the following content :

- Pre Recorded Video Interviews
- Pre Recorded Lectures
- LIVE Q&A

POP AI AWARDS 2021 GALLERY

SEMINAR THEATRE

ENTRANCE ATRIUM

ATRIUM

The WELCOME zone, with all key information for the expo, as well as a space for networking

SUSTAINABILITY ZONE

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A Zone within the MAIN HALL for exhibitors who are offering a key focus on sustainability and products for the industry which support this. Other zones within the main hall could be considered

MAIN EXPO & INNOVATION HUB

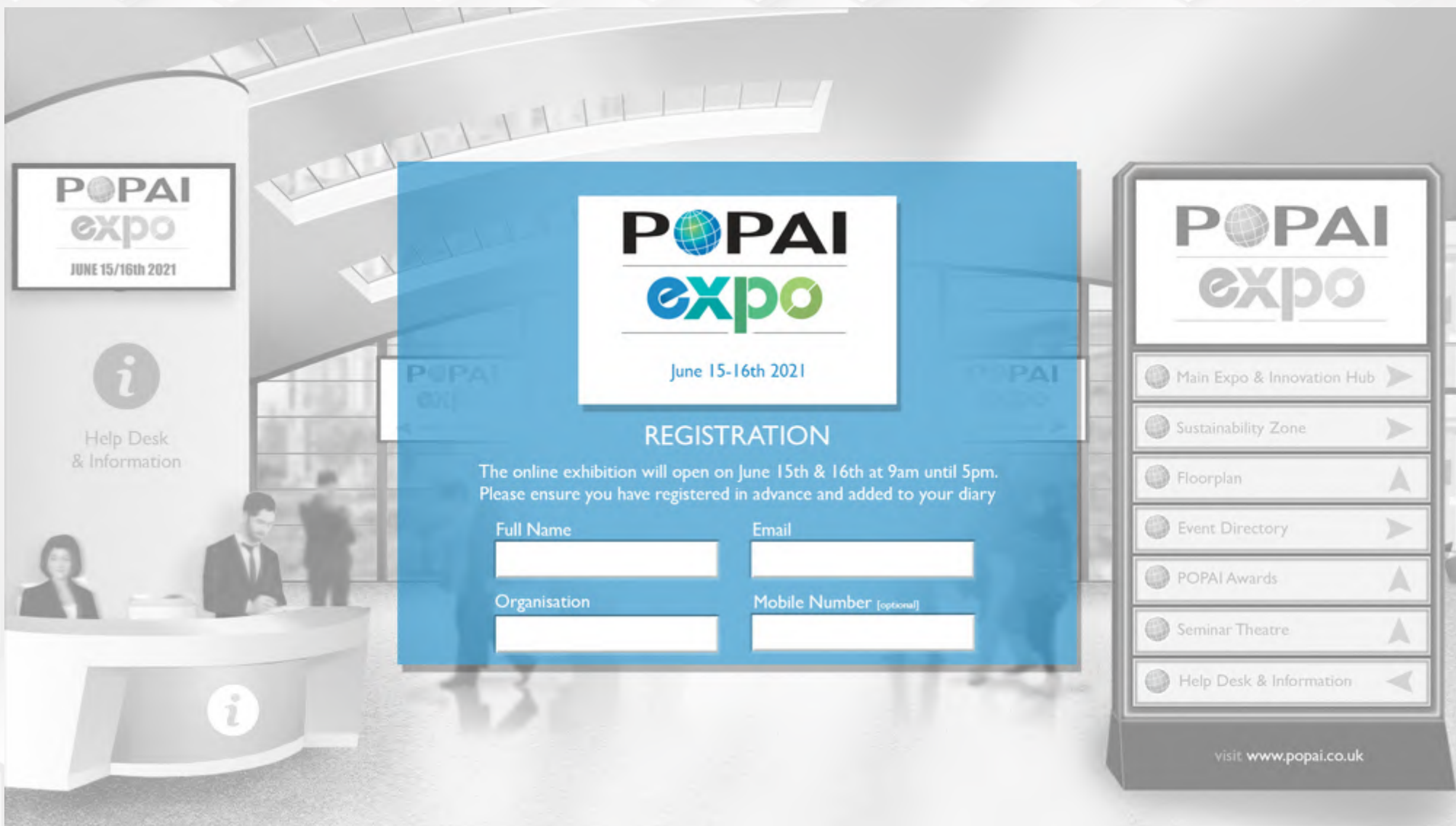
MAIN EXPO & INNOVATION HUB

The KEY focus of the show, for visitors to come and explore the stands, find new products, download brochures, chat with exhibitors and visitors.

PRESS LOUNGE

PRESS LOUNGE

A Place for media and press to network, with restricted access, with key show information available here for PRESS only.





Exhibitor Directory

Interactive stand features

Link to eCommerce,
useful for standard
products

Leave your virtual
business card for
more information

Key information
about exhibitor

Live Zoom chat
zone for immediate
1-2-1 meeting

Live chat suite



Screen to play
video content

Special offers
(standard products)

Download PDF
brochures &
Information

Reception desk
with live chat
function



Causeway

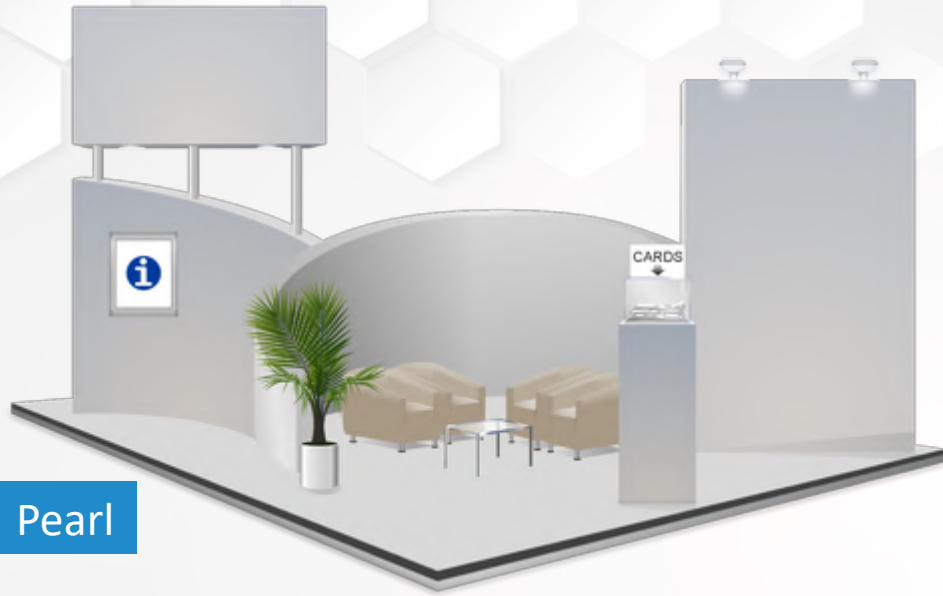


Monument

Crystal



Crown



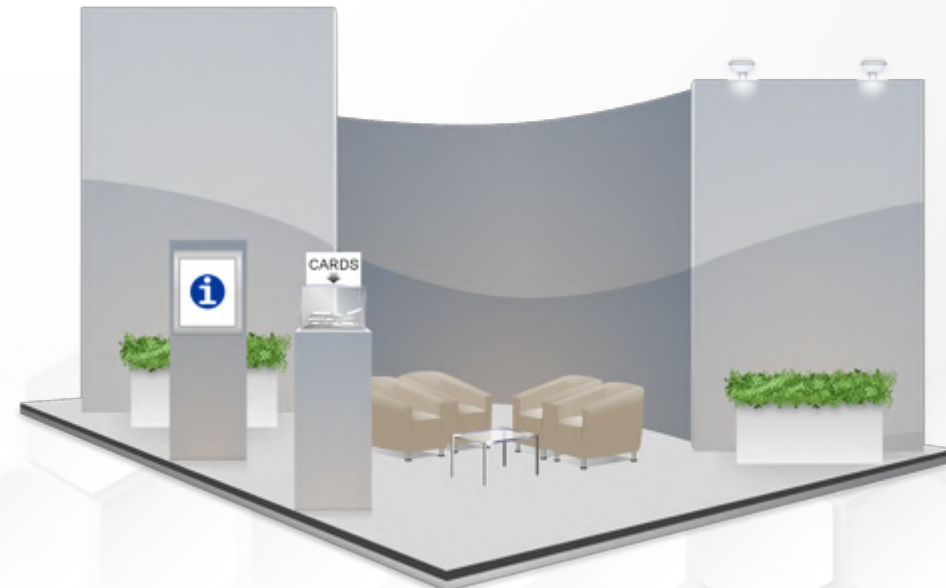
Pearl



Stagemaster



Summit



Wave

Applied colour scheme



Stand design & costs

There are 8 different exhibition stand design styles to choose from. Exhibitors supply their own logos, colour scheme, videos, brochures and content which are then applied to the stand design.



Standard Rate:

The cost for a fully functional stand is £2999+VAT.

POP AI Member Rate:

The cost for POP AI members is £1999+VAT

Secure **YOUR** stand with a refundable **10% deposit***

*Terms and conditions apply

Exhibitor package – What's included?

Stand design from 8 choices



Simply provide logo, literature & other assets



Listing in interactive show guide to help visitors find you



Live touchpoints on the stand to include live chat & zoom portal



Expo stays live (*unstaffed* stands) for 2 WEEKS post-event!



expo@popai.co.uk



BRINGING THE RETAIL INDUSTRY TOGETHER

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