



Introducing the...

POPAI Zone

exhibit, network, engage

POPAI is delighted to be partnering with the VM & Display Show, the longest running retail exhibition in the UK.

The POPAI Zone will feature an engaging programme of content in our must-attend theatre area and showcase the best our members have to offer in creativity and instore expertise in our exclusive POPAI member-only exhibition spaces.

Our two-day content programme offers something for everyone interested in shopper marketing, sustainability, retail design, display and visual merchandising. With content spread throughout the two days, the POPAI Zone will be a constant hive of activity driving footfall to this key area. During the content presentations our theatre area will drive visitors and in the downtime between sessions the Zone will be a great meeting place for members with flexible seating space amongst the exhibition stands.

Sign-up to exhibit in the POPAI Zone today!

VISIT vmanddisplayshow.com
popai.co.uk



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DAY 1 | 16th April

In a first for POPAI, we will be hosting the spring edition of our ever-popular 'Shopper Seminars' on the first day of the show. Over the course of the day, we'll bring case studies from leading brands and retailers as well as a global retail trend update from our friends over at GDR. We are thrilled to extend an invitation to our non-members to join us to share the knowledge, networking and experience the POPAI community first hand.



SHOPPER SEMINAR

Schedule

10:15 – 11:15

First presentation session

12:15 – 12:45

POPAI sustainability &
Awards updates

13:30 – 14:50

Second presentation session

DAY 2 | 17th April

On day two, we turn our attention to POPAI's established series of best practice training workshops, curated into a bite sized-format for the show audience, addressing some of the current issues we all face.

MASTERCLASS WORKSHOPS

Shopper Marketing Essentials 11:00

Explore today's shopper and best practice in P-O-P through practical, real-life examples and leave with key takeaways that you can implement right away to boost retail performance and personal achievement.

Digital Experience Fundamentals 13:00

Discover how to navigate the minefield of in-store digital solutions, leverage digital solutions to enhance the shopper experience, build a business case and be inspired by best practice case studies.

Sustainability Workshop 15:00

Hear the key sustainability topics facing the retail design and display industry from industry experts and find out either how to start your sustainability journey or what your next steps should be.

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Exhibition spaces P1 – P16

Our carefully curated seminar and masterclass programme is specifically designed to maximise footfall to the **POPAI Zone**, and coupled with the flexible seating plan, will enhance exhibitor interaction opportunity through the course of the show.



POPAI Zone mockups.



As we celebrate the show's 33rd year we want to say thank you to both our visitors and exhibitors for their support over its long running history. The show always has a great atmosphere due to the creativity and welcoming attitude of its exhibitors and we are delighted to include POPAI as part of this.

Andrew Colclough, Director of the VM & Display Show



Pricing

P1 Space **£296**

Discounted price **£281**

P2-P16 Booths **£325**

Discounted price **£308.75**

Prices per square metre.

**Exclusive
Discounts for
POPAI Members**

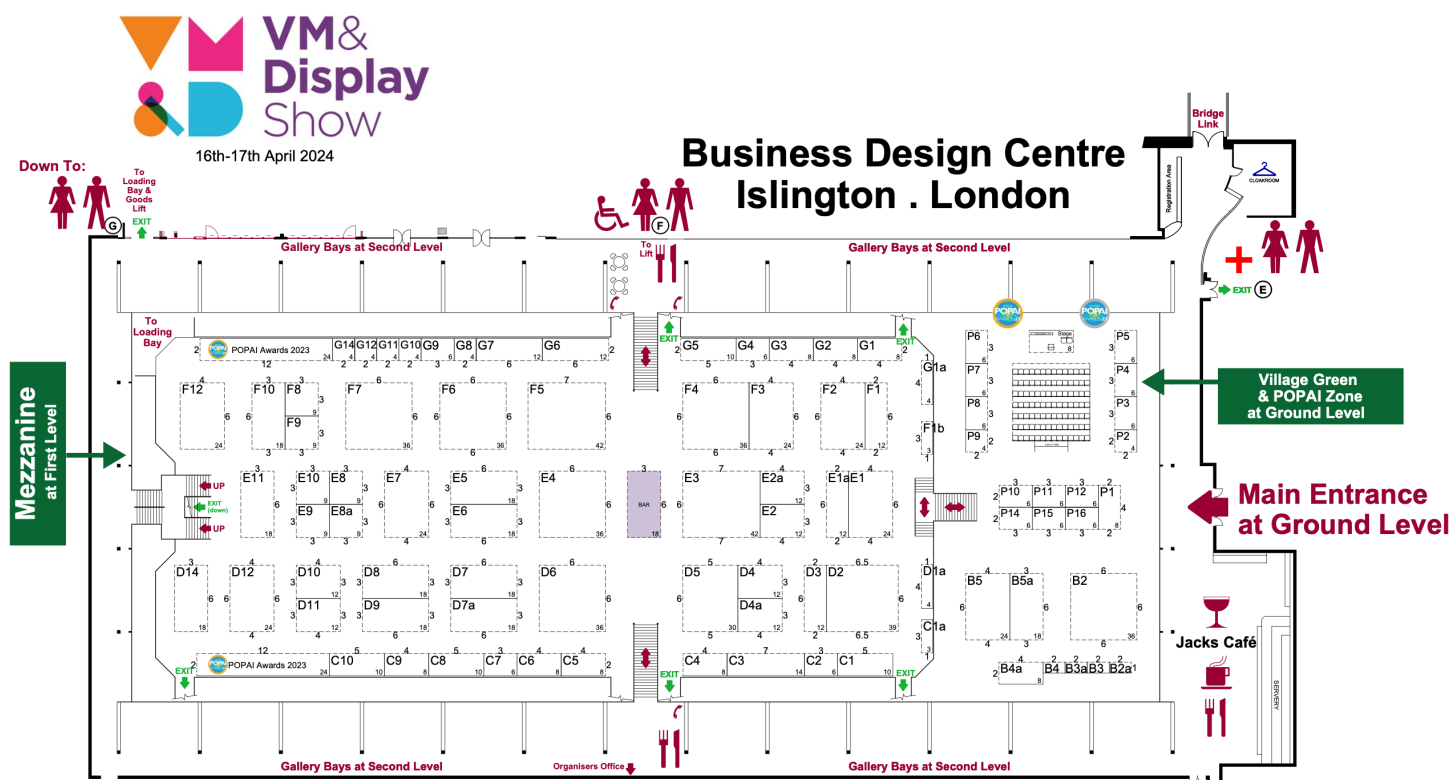
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16-17 April 24
BDC, London

Show floor plan Provided by VM & Display.



SIGN UP TO EXHIBIT TODAY!



POPai exists to showcase retail best practice and bring the industry together; what better way to do that than face-to-face at the VM & Display Show – the longest running retail exhibition in the UK.

The diagram shows a 16-person dining room layout. At the top, there are two circular logos: 'POP AI SILVER' and 'AWARDS 23'. The layout includes a central 'Stage' area with a 'Control Table' at the bottom. Seating is arranged in rows of 8 and 6. The diagram is labeled with 'POP AI SILVER' and 'AWARDS 23'.

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**VM&
Display
Show**

**16-17 April 24
BDC, London**

2000+ VISITORS

75% of whom came from brands and retailers including:

Display Manager

VM Manager

Account Manager

Retail & Visual Merchandising Planner

Senior Design Manager

Account Manager

Senior Director Creative Operations

Director Visual Merchandising EMEA

SDVM Director

Visual Merchandiser

Group Buyer

Senior Buyer

Visual Designer

Production and Purchasing Manager

Senior Marketing Manager

Senior Visual Presentation Stylist

Senior Visual Merchandising Manager

Visual Merchandising Manager

Store Concept Designer

Head of Retail Visual Merchandising

Senior Project Manager

Visual Merchandiser and Store Designer

Global Head of In-store Experience

Head of Procurement

Operational Director Visual Merchandising

Harvey Nichols

Hackett

HH Global

Hotel Chocolat

Estee Lauder Companies

Coca Cola

Ralph Lauren

Michael Kors UK Ltd

Estee Lauder Companies

Unilever

Morleys Department Stores Ltd

House Of Fraser Ltd

Chanel Ltd

Louis Vuitton

Jarrod Department Store

Fortnum & Mason

L'Oreal

Agent Provocateur

Specsavers optical group

Olivia Burton

Hugo Boss

IKEA

De Beers

McColls Retail Group

Watches Of Switzerland Company Ltd

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75% of whom came from brands and retailers including:

Visual Merchandiser

Senior Print Marketing Planner

Senior Graphic Designer

Creative Manager

Store Design Manager

International Marketing Manager

Retail Planning & Operations Lead

Visual Merchandising Team Leader

Head of VM

Retail Projects & Experience Manager

Account Director

3D Visual Merchandiser

Marketing Operations Manager

Senior Account Manager

Buyer

Senior Retail Marketing Manager

Senior Director Creative Operations

Lead Concept Designer

Senior VM Manager

Head of Visual Merchandising

Senior Product Marketing Manager

Manager of store presentation

VM Manager

Trade Marketing Manager

Display Planning Manager

Vivienne Westwood

Mountain Warehouse

Harvey Nichols

Merlin Entertainment

Mothercare Global Brand Ltd

Boots

George at Asda

Harrods Ltd

Waterstones Booksellers Ltd

Footasylum Ltd

Adidas

Space N K Ltd

Next Retail Ltd

Dr. Martens

Calzedonia Spa

Currys PLC

Ralph Lauren

Homebase

Selfridges & Co

Oldrids & Downtown

Cancer Research UK

TJX Europe

Charles Tyrwhitt

Gucci

Sainsburys Supermarkets Ltd