

## SHOW PREVIEW

# GlobalShop rides the wind back to Chicago

If your focus is design, planning, or marketing, you won't want to miss the world's largest annual event for retail design and shopper marketing this March.

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For more than 25 years, GlobalShop has been the source for learning what's new and finding the right tools to connect with new and existing customers in the retail design and shopper marketing industry. GlobalShop 2018, which will be held March 27-29 at McCormick Place in Chicago, Ill., serves as a vital platform for growth, education, and innovation. The show boasts the largest, most comprehensive array of store fixture companies and in-store solutions than any live event in the nation, making it a must for anyone involved in the retail design industry. Plus, Chicago has more retail and brand headquarters within a 500-mile radius than any other city in the US, making it the perfect setting for this show.

The show is intended to be a knowledge base for retailers, consumer product companies, retail contract designers, and architects focused on retail design, shopper marketing, visual merchandising, store design and planning, innovation, consumer insights, store operations, retail architecture, and more. Through education, peer networking, and interaction with retail suppliers, you'll find ways to build your brand and create a more effective retail environment. With an audience of more than 10,000 industry professionals, GlobalShop 2018 is a top networking destination.

### Highlights

**Conference.** The conference program will include many sessions that will offer insight into upcoming trends and evolving consumer behavior. Topic-based, specialized conference tracks will give practical takeaways you can really use to improve your business. Visit the show website and plan which sessions to attend ahead of time to make the most of your time at the show.

This year's keynote address, entitled "Inspiring Brand Loyalty, One Store at a Time," sponsored by WWD, will be on Tuesday, March 27. The address will be given by Tom Nolan, chief marketing and revenue officer at Kendra Scott LLC. Come hear how this fast-growing lifestyle brand cre-

ates retail experiences centered on family, fashion, and philanthropy. You'll gain insight into Kendra Scott's unique culture, staffing, store design, and customer service as well as community engagement and branding that propel the billion-dollar brand.

**Expo.** Hundreds of the industry's top retail suppliers will be displaying the latest solutions to help you stay competitive in the market. Get hands-on with the newest innovations, discover new vendors, meet current business connections, see cutting-edge products, and experience even more on the show floor. A full list of exhibitors is available on the show website.

The expo will be conveniently divided into five pavilions. Each pavilion is designed to help attendees address specific needs and learn more about other specialties in the industry. The pavilions are all sponsored by Shop! The Store Fixturing Show will focus on architectural millwork and slatwall, countertop fixturing, extrusions, fixtures and shelving, and showcases. The Visual Merchandising Show will feature info on design services, display fabrics, mannequins and forms, packaging, and decorative and props. Store Design and Operations will highlight building and construction materials, ceilings and flooring, doors and door pulls, display lighting, and vinyl. The Digital Store will focus on digital signs, audio and sound systems, content providers and management, kiosks and self-service technology, and traffic counters and monitors. At-Retail Marketplace will highlight acrylic displays and materials, assembly and packing, counter mats, floor and window graphics, kiosks, literature holders, and on-shelf POP.

**Special events.** Several peer-to-peer networking programs will be offered this year. The design:retail citySCENE gathering will be held on Monday night at The Game Room in the Chicago Athletic Association Hotel. This will be a casual evening of networking to kick off the show week, so grab your entire team and come meet new people and reconnect with old industry friends.

In partnership with The Magnificent Mile Association, Windows of The Magnificent Mile is a collection of inspired window displays, inviting you and thousands of consumers to the district highlighting the unique retail experience. Participating businesses will showcase their window display or displays, which will be made with materials provided by GlobalShop exhibitors, with a big reveal the first morning of the show on Tuesday, March 27. The displays will be branded with a custom cling featuring the name, logo, and booth number to visit at the show. The windows will remain on display through April. The program is not only a celebration of the retail design industry, but also a nationally marketed consumer campaign to pique the interest of shoppers and drive foot traffic to brick and mortar stores. Participating retailers include Bulgari, Chicago Contemporary

Museum of Art Store, Neiman Marcus Last Call Studio, and Saks Fifth Avenue.

The 2018 Shop! Awards Celebration will be held on Wednesday, March 28, at McCormick Place. Join your industry colleagues as the best in retail design and experiences are recognized. The celebration will include the Design Awards (excellence in retail design), OMAs (the most innovative and effective in-store and point-of-purchase displays), and Global Awards (the "best of the best" in point-of-purchase, advertising display, marketing-at-retail activation, and retail design from previous Gold Winners from around the world). **PC**

### Show information

**Location.** GlobalShop 2018 will be held at McCormick Place West, Hall F, 2301 S King Dr., Chicago, IL 60616. Located just minutes from downtown Chicago, the venue is a short cab ride from either Midway Airport (10 miles) or O'Hare International Airport (20 miles).

**Hotel.** Several rooms have been reserved at hotels near the show. To receive the conference rates, you must book your stay through the official conference partner, OnPeak. You can make reservations or find more info by clicking on the Hotel & Travel tab on the show website.

**Show floor hours.** 10:00 a.m. to 5:00 p.m. on Tuesday, March 27, and Wednesday, March 28; 10:00 a.m. to 2:00 p.m. on Thursday, March 29.

**Registration.** You can register online on the show website or onsite at the show.

**Contact info.** For more info, contact customer service at 800/798-5204 or 240/439-2978 or email [globalshop@experient-inc.com](mailto:globalshop@experient-inc.com). The official show website is [www.globalshop.org](http://www.globalshop.org).

