

Inspirational retail marketing to  
increase sales

**Register free**

[www.instoreshow.co.uk](http://www.instoreshow.co.uk)

# IN-STORE SHOW

29 - 30 June 2011 • Grand Hall  
Olympia • London

BROUGHT TO YOU BY

**MarketingWeek**

PART OF

**MarketingWeek** *live!*

# Capture your customers' imagination and in-store spend

**The In-Store Show** is the UK's largest retail marketing event for brand and retail marketers looking for ways to increase dwell time, create product stand out, convert browsers to buyers and increase in-store revenue.

This must-attend event showcases thousands of products, encouraging you to experience exactly how the solutions will help transform in-store performance. Plus, learn from industry pioneers at the conference addressing the latest issues affecting retail marketing.

## Unmissable and invaluable

Whether you take a couple of hours, or attend on both days, a little time away from the office will mean a huge difference to your in-store performance and results.

### The benefits are endless!

- **Find out what's new**, in sustainable, traditional, digital and truly creative in-store marketing!
- **Experience first hand** thousands of diverse in-store marketing products to increase sales
- **Learn from leading industry figures** and apply the latest thinking to your retail marketing strategy

Return to the office inspired with practical achievable ideas to improve your in-store performance.

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# What's on...

## **FREE** In-Store Show Conference

**A series of free pick and mix sessions** that address the latest trends and issues facing the in-store and the retail marketing industry today. Be inspired by brand case studies and in-store marketing success stories.



## **The POPAI Digital Store**

**Our fully functional and merchandised store** will take you on a journey through the latest in digital media in retail. Discover ideas and solutions to apply to your brand, store and product.

## **NEW** Green Retail

**A unique opportunity to meet specialist suppliers** showcasing the best in sustainable retail products, services and initiatives.

## **NEW** Green Retail Arena

**Your chance to learn** about eco-friendly in-store marketing products and solutions in practice.

 **Celebrating the best in P-O-P at the POPAI Awards Display In-Store 2011 is proud to showcase all of the entries from this year's POPAI Awards competition** including the nominations announced on day one of the Show. Also featured will be a comprehensive 3D gallery of winners from last year.

**LIVE**



## **skillVM Competition Finale** **Skillsmart Retail will be**

**presenting the ever popular finale of skillVM**, the UK's only national live visual merchandising competition, throughout the Show. Marvel as the new talent in visual merchandising create vibrant window displays that are sure to impress!

**NEW**



## **POS Creative Challenge!** **The STI Design Award** **Undergraduates from the**

**University of Creative Arts**, will work to POS briefs from leading brands, live at the Show. See the creative process in action and see the final pitches to the panel of experts and the award presented!

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# In-Store Show Conference

## Day 1. Wednesday 29 June



11.00 – 11.45

**Driving your online traffic in-store:  
how mobile coupons are bridging  
the digital divide**

**Presented by:**

Jeremy Wright,  
Head of Business Program,  
**Nokia**



12.00 – 12.45

**POPAI awards 2011:  
announcement of nominations**

**Presented by:**

**POPAI**



13.00 – 13.45

**The Changing Landscape  
for European P-O-P**

**Presented by:**

Dr Tom Giessler,  
Chief Financial Officer,  
**STI Group**



16.00 – 16.45

**Implications of the tobacco  
display ban**

**Presented by:**

James Lowman, CEO, **Association  
of Convenience Stores**



Peter Ward,

Business Development Director,  
**Ejector Calibrated Displays Ltd**



## Exhibitors so far, some you know, some you should know...

■ = NEW EXHIBITOR

- |                                   |                                   |                                |                                 |
|-----------------------------------|-----------------------------------|--------------------------------|---------------------------------|
| ■ 2B Interface Ltd                | ■ arken                           | ■ Daytona Visual Marketing Ltd | ■ FDS Ltd                       |
| ■ 2Cs Communications Ltd          | ■ Arnold Display Division Limited | ■ Derwent Packaging Limited    | ■ Fingerprint FO+ Ltd           |
| ■ 53 Degrees Ltd                  | ■ ARI                             | ■ Digital View                 | ■ Ginsbury                      |
| ■ Action Insight Management       | ■ Avnet Embedded                  | ■ Display Wizard Ltd           | ■ Green Graphics                |
| ■ Admiral Display                 | ■ B Brown Display Materials       | ■ Eco Rock / Oriam Green       | ■ HoF Display Solutions         |
| ■ Ad-Tech Europe Ltd              | ■ B-Loony Ltd                     | ■ Ecostyle Group               | ■ HRG (UK) Ltd                  |
| ■ Albion Design & Fabrication Ltd | ■ Budget Box                      | ■ ESSA                         | ■ IDS Group - Displaypak        |
| ■ All Print Display               | ■ Cestrian Limited                | ■ Events Industry Alliance     | ■ ii4see                        |
| ■ Alrec UK Ltd                    | ■ Compark                         | ■ Evoke Interactive Kiosks     | ■ Impulse Point of Purchase Ltd |
| ■ Altavia                         | ■ CDS Group Services              | ■ Evolve Group Ltd             | ■ Inspirepac                    |
| ■ Ambience Field Marketing        | ■ Chocart London                  | ■ Eziserv                      | ■ Lighthouse Display            |

Book today [www.instoreshow.co.uk/conference](http://www.instoreshow.co.uk/conference)

**FREE**

**Day 2. Thursday 30 June**



12.00 – 12.45  
**Panadol Advance - creatively enhancing the shopper experience**

**Presented by:**  
 Lydia Freeman,  
 Shopper Marketing Manager,  
**Glaxo Smith Kline**



Louise Williams,  
 Shopper Marketing Manager,  
**Glaxo Smith Kline**



13.00 – 13.45  
**In-Store innovation in the US and what it takes to be a leader**

**Presented by:**  
 Scott Neidhold, Vice President,  
 Global Business Development,  
**STI Group, USA**



14.00 – 14.45  
**Turn promotional spend into investments: with case studies including Fosters**

**Presented by:**  
 Graeme Scott-Dodd,  
 Managing Director,  
**Action Insight Management Ltd (AiM)**



15.00 – 15.45  
**Sustainability in retail marketing**

**Presented by:**  
 Nick Widdowson,  
 Merchandising Manager UK,  
**Unilever**



16.00 – 16.45  
**Tuning in to the shoppers' wavelength**

**Presented by:**  
 Sharon Hodgson,  
 Research Director,  
**Shopper Centric**



- International Ltd
- Luminous Media
- MARIN'S UK Limited
- MediaZest
- Mida Sign Services UK
- Milas Packaging
- Mirri - A division of Celloglas
- Nokia UK
- Paperhat Consulting Ltd
- Paradigm Audio Visual
- PMT Digital

- POP Display
- Print & Display
- PromoProds Ltd
- Rainbow Productions
- RCS Plc / Yes POS
- Recruit Retail Services
- Renzel Ltd
- Resus Digital Signage
- Retail Marketing International
- Rosso Signs

- Sachsen Fahren GmbH & Co.KG GmbH & Co. KG
- Schock Profilsysteme
- Screenprint Doncaster Ltd
- Shop Display Systems Ltd
- Signature Olfactive
- Skyline Whitespace
- Sound Leisure
- Sprint International
- STI Line Ltd
- Stratacache

- Super Signs
- Ubifrance
- TAGI Systems
- Telelogos
- Think Ambient
- UK Bags Elite
- Universal Image Systems Ltd
- Verseidag Seemee UK
- VgL
- VKF

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**SEE MORE EXHIBITORS ONLINE**

# New! for 2011

## MarketingWeek *live!* Village...

### Customer Loyalty

Once you have them how do you keep them?  
Meet customer loyalty experts who will advise you on how to develop loyalty and incentive schemes to ensure your customers stick with you!

### Drop in to the PR Advice Centre!

CIPR

The CIPR will be running the PR Advice Centre at Marketing Week Live – experts will be on hand to offer advice and answer your specific PR questions.



### Pop in to the Idea Shop!

The very nice people at Ogilvy are hosting their Idea Shop at the Show. They will be giving free ideas to small and medium businesses and individual visitors! Meet some of the best creative minds and get a free idea! Find out more at: [www.ideashop.ogilvy.co.uk](http://www.ideashop.ogilvy.co.uk)

Ogilvy

### The Inspiration Wall



What inspires you?  
Show us, and we'll build the biggest inspirational wall by marketers yet! Join in at:

Join in at: [www.flickr.com/groups/inspirationwall](http://www.flickr.com/groups/inspirationwall)

### pitch presents:

categories from the Blades Awards,  
view the shortlisted entries and vote!

THE **BLADES** 2011



### Total Motivation

Motivational marketing is a hot topic.  
Meet companies and brands demonstrating how motivation and incentive marketing can improve your campaign.



### CreativeReview presents:

winners of the CR Annual 2011 and the top 20 logos of all time.

### Experience Experiential!

Use emotion and experience to connect with your customers, find out how and see some great examples!

### MarketingWeek presents:

The story of the 2011 Engage Awards...!



### Improve campaign performance

Be inspired, challenge current thinking and refresh your integrated marketing strategies!  
Find out all that Marketing Week Live has to offer you and your team at [www.marketingweeklive.co.uk](http://www.marketingweeklive.co.uk)

Your entry badge allows you FULL access to Marketing Week Live



# The In-Store Show; Part of **MarketingWeek** *live!*

**Retail marketing is just one part of the campaign...  
Let us take you on a journey!**

**MarketingWeek *live!* The destination for the modern marketer...**  
bringing together retail marketing, data driven marketing, market research and online marketing.

**We know there's increasing pressure on marketers...**  
your time, changing job role, budget and pressure to stay up to date to deliver campaigns that contribute to the bottom line.

**Allow us to help ease the pressure...**  
investing a small amount of time at **Marketing Week Live**, you'll be able to step away from the day to day, immerse yourself in what's new and discover nuggets of insight and inspiration to take back to the office, and improve your campaign performance.

**FREE**

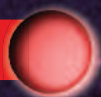
## Centre Stage

Where influential brands take to the stage.

An amazing opportunity to hear from leading global brands: interact, debate, question and network with truly inspiring marketing minds.



See more [www.marketingweeklive.co.uk/centrestage](http://www.marketingweeklive.co.uk/centrestage)



# The In-Store Show takes place on 29 – 30 June 2011 at Olympia in London.

Register **FREE**:

[www.instoreshow.co.uk](http://www.instoreshow.co.uk)

using invitation code:



The In-Store Show is brought to you by: **MarketingWeek**

FOUNDING PARTNER



VISITOR ATTRACTION PARTNERS



The In-Store Show is a CPD accredited event:



Marketing Week Live is brought to you by the leading industry titles:

MarketingWeek **newmediaage**

**design** WEEK **DataStrategy** **mad.co.uk**  
delivering business insight

**CreativeReview** **pitch** **careerCV**



Each brings their unique expertise and knowledge to the event.  
**Meet the teams at the Show.**

The conference programme is subject to change.