

TOMORROW IS THE NEW TODAY.

EuroShop  Trade Fairs

EuroCIS

THE LEADING
TRADE FAIR FOR
RETAIL TECHNOLOGY

16 – 18 MARCH 2021

DÜSSELDORF GERMANY

www.eurocis.com



Messe
Düsseldorf

"ANYTHING ONE MAN
CAN IMAGINE, OTHER MEN
CAN MAKE REAL."

JULES VERNE

Quantum physics at its best: The laser has revolutionised
countless areas of technology in society.

Now we are in the middle of a new revolution that is shaping
our lives and retail like no other before: digital transformation.

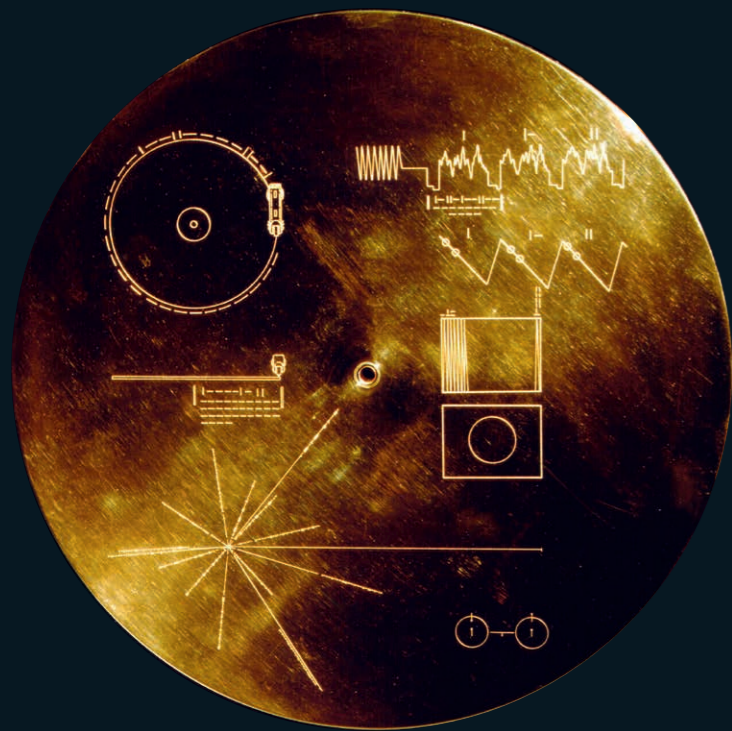
EUROCIS 2021: CONNECT. INTELLIGENCE. SMART.

EuroCIS 2021. The most important trade fair for retail technology in Europe. For the 15th time, a place for inspiring encounters. The event for new thinking and new creation. A must for forward thinkers and forerunners, developers and users, visionaries and pioneers. Hotspot for all those who make new things possible, drive developments forward and are on their way into the digital future.

EuroCIS 2021: Connect. Intelligence. Smart. Find new contacts, experience communication and partnership in the highly professional EuroCIS community. Show international retail what prospects and future fields are opening up for it through the driving force of intelligent technology. Prove your expertise in implementation and application – with solutions and innovations around Smart Store and Smart Retail.

Find out in the following pages what outstanding relevance the EuroCIS 2021 has for you. Use our services for your trade fair registration and preparation. Find out all you need to know in this brochure and at www.eurocis.com.

Show your vision of the future of retail and how you want to make it a reality at EuroCIS 2021. From 16 – 18 March in Halls 3 and 4 of the Düsseldorf Exhibition Center.



The Golden Record. Its mission on board the space probes Voyager 1 and 2: Connect! – Make contact with extraterrestrial civilizations. To do this, it stores visual and audio information about humanity. Since 1977, Voyager 1 and 2 have been on their way and searching – so far in vain.

Good to know EuroCIS is a lot livelier than the universe.

(Image: [wikipedia.org/NASA/JPL](https://www.wikipedia.org/wiki/NASA/JPL))



CONNECT. ADVANCING JOINT DEVELOPMENT.

EuroCIS 2021. Communication and partnership. With decision-makers and users who want to work with you to drive the development of the industry forward. To set new accents for the future of retail.

EuroCIS visitors: highly professional experts in search of economically and, increasingly, ecologically sensible and sustainable solutions for retail technology. Your potential customers.

Connect. Not just a top technology topic in retail, e.g. the merging of online and offline retail aka hybrid retail. But also part of the DNA of the EuroCIS community. Take advantage of this unique, dynamic network. Help ensure that the retail industry can look to tomorrow with optimism – because thanks to EuroCIS, it is well equipped to face future challenges.



A new understanding of mass:
a disintegration simulation of a
Higgs particle at CERN in Switzerland.

The new understanding of retail:
presented year after year at the leading
trade fair for retail technology.

(Image: CC-BY-SA licence, Lucas Taylor/CERN)

INTELLIGENCE. MAKING THE NEW POSSIBLE.

EuroCIS 2021. Intelligence in new dimensions. With topics like AI, analytics, robotics. This is where retailers need your concepts, your ideas, your innovations. All your know-how.

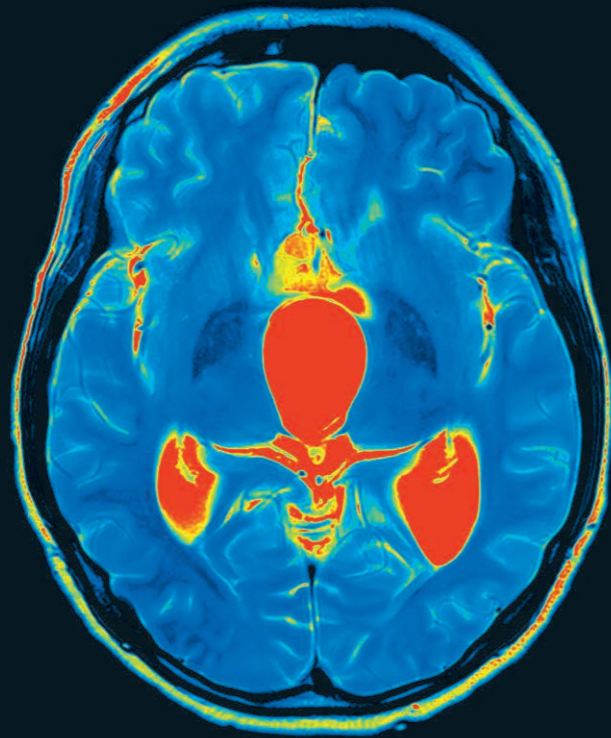
Ultimately, EuroCIS, like every trade fair, is all about the win-win situation between supplier and customer. About the right solutions for concrete problems. About customer loyalty and customer acquisition. In short: about good business.

Raise your profile as a highly competent performer on this exclusive high-tech stage called EuroCIS. Be present with your performance at the hotspot where those who make things happen meet. Whether revolutionary new development or ingenious upgrade of proven technology – intelligence matters!



The human brain (as seen in an MRI scan). An average of 86 billion nerve cells. About 100 trillion synapses. And an average of 60,000 to 80,000 thoughts per day.

It's no wonder that this also generates a wealth of ideas for smart retail technologies: e.g. proximity and location-based, near response, mixed commerce or conversational.



SMART. MAKING THE FUTURE AGILE.

EuroCIS 2021. Smart IT for Smart Retail. Fast, smart, contemporary. Smart tech plays a role everywhere. For example, in automation processes and IoT applications. In seamless retail and mobile communication.

This is where your courage to try something new pays off. Because retail is part of a massive evolution that encompasses all areas of life: digital transformation.

The decisive factor here: you have to be constantly on the move, always in motion. There is no arriving, no thinking that you're already there. Who knows that better than you? And who, if not you, can help retail understand this dynamic, master it and use it to its advantage?

A close-up photograph of a blue and white Brooks Levitate sneaker. A black digital price tag is attached to the shoe, displaying the Brooks logo, the model name 'Levitate', the color 'Color Blue', and the price '110 €'. The background is a blurred indoor setting.

PERFECT CONGRUENCE. DEVELOPERS & SOLUTION PROVIDERS MEET USERS & DECISION MAKERS.

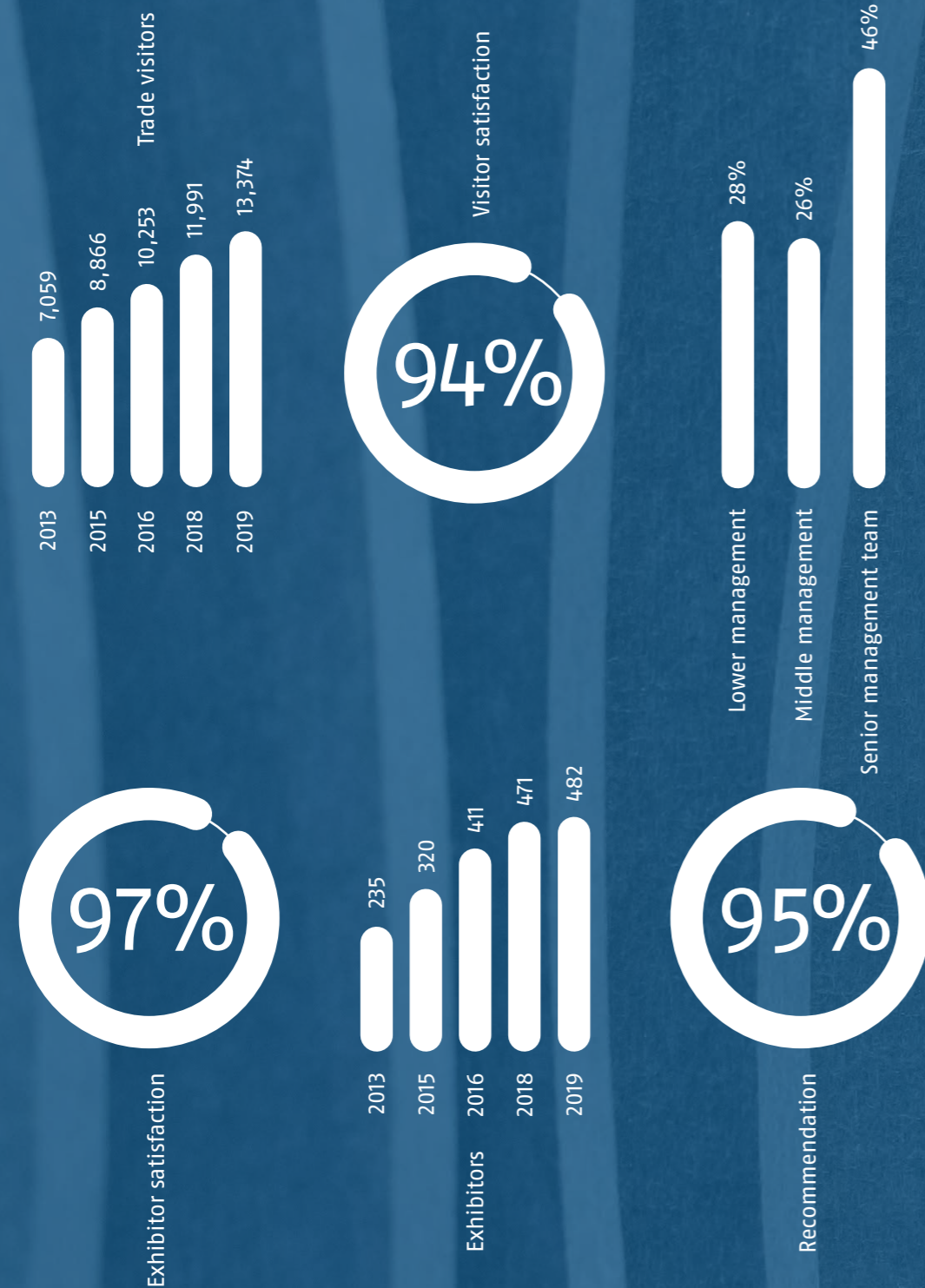
Look forward to meeting open-minded, inquisitive people from these sectors:

- Retailers from all branches of industry
- Wholesale
- System and experience gastronomy
- Online retail
- Consumer goods industry
- IT and security industry
- Financial services and banks
- Leisure facilities

The industry is waiting for you, for your highly specialised developments and solutions in these areas:

- Omnichannel management
- Business analytics/big data
- Payment systems
- Cash management
- IoT (Internet of Things)
- E-commerce-/E-business solutions
- ERP/Supply chain management
- Mobile solutions & technologies
- POS software/hardware
- Checkout management
- Digital marketing/Digital signage
- Robotics
- Workforce management
- Loss prevention
- Merchandise security
- Weighing technologies and food service
- Fulfilment/Logistics
- Smart energy management

COMMUNITY: THE EURO CIS WORLD IN NUMBERS.



In 2014, 2017 and 2020, EuroCIS was held as part of EuroShop.
Key data: www.eurocis.com/2115

An exclusive, top-class, international community – that is EuroCIS. It has been writing its success story as the leading trade fair for retail technology for 15 years. And the success stories of exhibitors and visitors. Year after year, with great success. And with a proven positive impact on technological developments in retail – in Europe and beyond:

At the last EuroCIS in February 2019, 482 exhibitors from 39 countries took part on 13,927 m² net exhibition space. Over 13,000 trade visitors came to the Rhine – from Germany, from Europe, from all over the world.

For further information on EuroCIS please visit www.eurocis.com.



INSPIRATION: THE EURO CIS 2021 SUPPORTING PROGRAMME.

With its many high-calibre events, the 2021 supporting programme will once again provide pure inspiration and personal development through increased knowledge. For this reason, it is a special focal point – for visitors and exhibitors alike.

Internationally and expertly staffed Stages – hotspots for trends and future topics. Plus renowned and coveted awards – awards for excellence, popular get-together events in the industry.

Above all, digital transformation is again and again at centre stage. Not just cool products, but concrete benefits. No wonder use cases play a key role in the presentations.

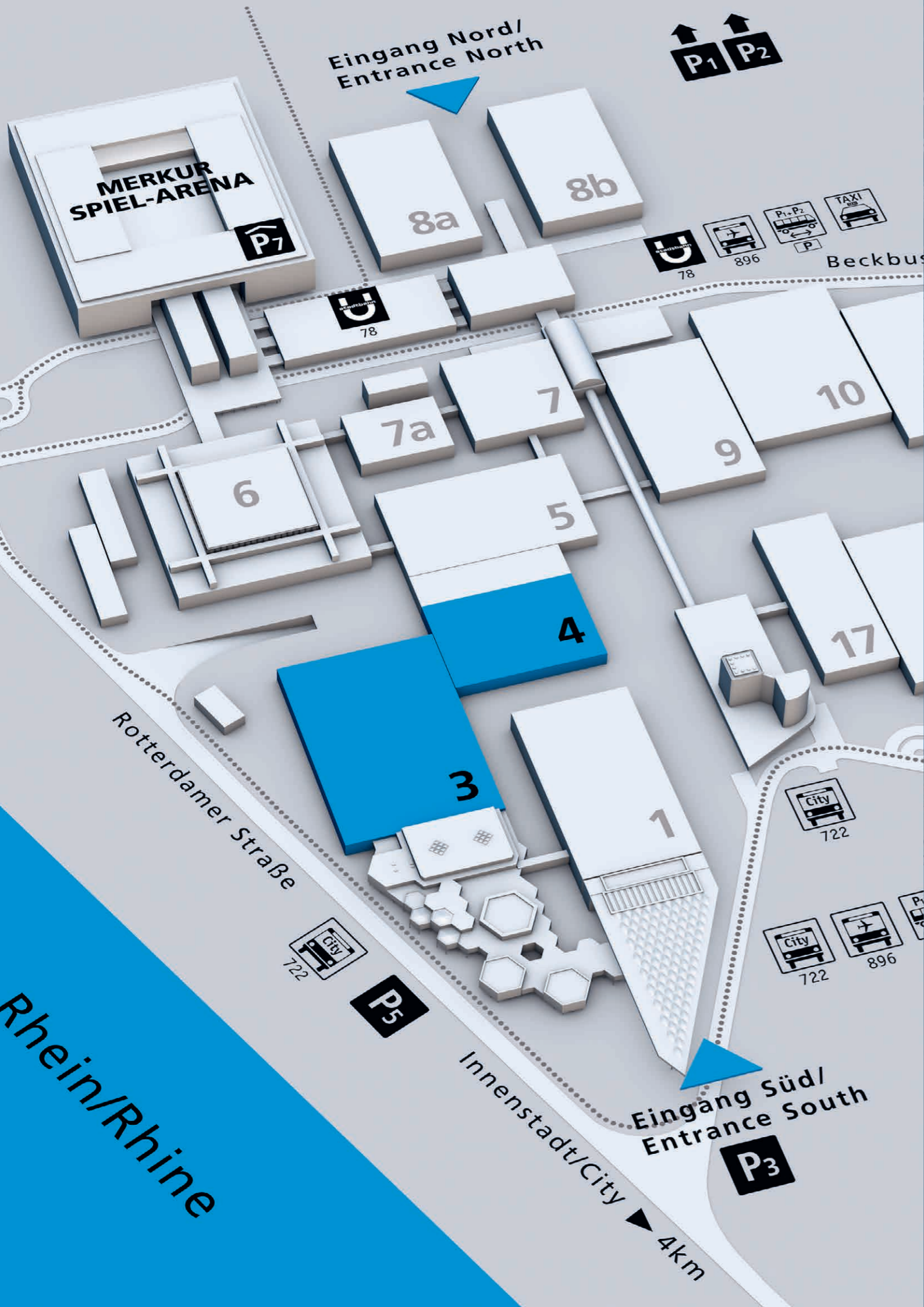
STAGES UND AWARDS.

The masterminds of the industry present their visions and designs. A pioneering atmosphere. Knowledge and the desire to know, more knowledge and thinking ahead. Crowd intelligence à la EuroCIS.

- Retail Technology Stage
- Connected Retail Stage
- Retail Technology Awards Europe (reta) – 16 March 2021
- Science Prize – 17 March 2021
- Guided Innovation Tours

SPECIAL AREAS.

- Start-up Hub
hotspot for the new generation of retail technology. Business connection to the world of retail. Take off.



SERVICES: 360° SUPPORT FOR EXHIBITORS.

Exhibitor services. Exhibitor support.
Smart check-in. EuroCIS 2021 will take place from 16 to 18 March in Halls 3 and 4.
All applications already submitted for EuroCIS 2021 will remain valid. Since a new layout plan has to be drawn up, you – as an exhibitor – can indicate your preferred positions in your online application.

Direct link www.eurocis.com/2330 – here you can register online as an exhibitor. The official closing date for registrations is still 25 September 2020.

FOR YOUR SUCCESSFUL EUROCIS 2021.

Your EuroCIS team: professional, personal, efficient.

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DATES TO REMEMBER.

- 25 September 2020** Application deadline/Start of set-up planning
- 20 October 2020** Dispatch of admission and information about your trade fair participation
- 12-15 March 2020** Set up
- 16-18 March 2020** Trade fair
- 18-20 March 2020** Dismantling

TRAVEL AND HOTEL INFORMATION

Our partner Düsseldorf Tourismus books hotel rooms
and private accommodations for you.

Düsseldorf Tourismus GmbH

Business Travel

Tel.: +49 211 17202-839

E-mail: messe@duesseldorf-tourismus.de

www.duesseldorf-tourismus.de/business

THE TASTE
OF DÜSSELDORF
STILL ON OUR LIPS.

ROD STEWART

DÜSSELDORF: IMPRESSING. INSPIRATIONAL.

Düsseldorf impresses. Düsseldorf inspires. Even the poet Heinrich Heine liked to reminisce about his home town. Today, people from all over the world come to the state capital of North Rhine-Westphalia year after year: performing artists, curious tourists, success-oriented entrepreneurs, young entrepreneurs. And of course thousands of enthusiastic visitors to EuroShop or other trade fairs.

Because Düsseldorf is all of these things: a cultural hotspot, an attractive travel destination, a dynamic business metropolis and a top location for startups. And of course a highly professional trade fair location – No. 5 worldwide.

Welcome to a city that has retained its Rhineland vitality and serenity despite all its dynamism. Or, to put it in the words of Rod Stewart: Just taste it.



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