

SHOP 2010: The Retail Event of the Year

SHOP 2010, which takes place from September 28-30 at the RDS, is the must-attend event for the food, drink, retail and hospitality sectors.

SHOP 2010 offers visitors a one-stop shop to meet current and potential suppliers and secure new contracts. Set to be bigger and better than ever, the show is building on last year's successes and new exciting attractions have been introduced to provide a wealth of solutions for your business.

Taking place from the 28-30 September, 2010, at the RDS Simmonscourt, Dublin, SHOP 2010 will have hundreds of top exhibitors, innovative products, international competitions, awards, seminars and learnShops, making it a show you can't afford to miss. Visitors who have pre-registered online will also be given the chance to enter the Daily Draw, where one lucky visitor per day will win €1,000. Winners will be announced at 2pm each day and the prize must be spent with a SHOP 2010 exhibitor.

Floor space for 2010 is already being snapped up by some of



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Ireland's top companies, such as CBE Ltd, Country Crest, Daikin Europe NV, Martin Food Equipment, Kestrel Foods and PRM Group.

"SHOP provides an open marketplace for potential business and is a proven formula for increasing business," explains Matt Benyon, Managing Director, easyFairs UK. "In today's climate, people are looking to do business with companies whom they know can be believed in. The face-to-face nature of SHOP provides visitors with the chance to speak directly to current or new suppliers to forge real relationships and generate some new contracts or discover the 'next big thing' emerging from the sector. We have worked hard to add exciting new elements to the show, in order to give visitors an array of attractions that will help strengthen their business."

International Cheese Awards

The highly prestigious International Cheese Awards will be making a welcome return to SHOP and will recognise local and international producers, awarding the best in each category. In 2010, SHOP will also be hosting a cheese and wine tasting evening on September 29. Visitors will be invited to come along and taste the winning cheeses, accompanied with complementary wines.

New this year will be the learnShops. Not to be missed, they will deliver invaluable major market intelligence on convenience retail in Ireland and the learnShops are free of charge to visitors.

"Launching consumer products to market is evolving at lightning speed. What worked last week may not work the next," Matt Benyon adds. "So at easyFairs, we were keen to get Mintel onboard for SHOP 2010. This will enable visitors to leave the show armed with new strategies, tactics, budgets, channels and measures of success, resulting in retained competitiveness within the sector."

Special Features & Competitions

In addition to business networking and informative seminars, this year the event will be home to array of special features and competitions, one of which is the Product of the Show Awards - known as 'the' launch pad for companies to present their products to a captive audience. Others include the Avonmore Irish Latté Art, Coffee in Good Spirits and Coffee Cupping Competitions 2010 and the Associated Craft Butchers of Ireland's, National Sausage and Puddings Final.

To book your stand for SHOP 2010, contact show manager, Leyla Mulvihill on +44 (208) 622 4411. Find details at www.shop-exhibition.com.

