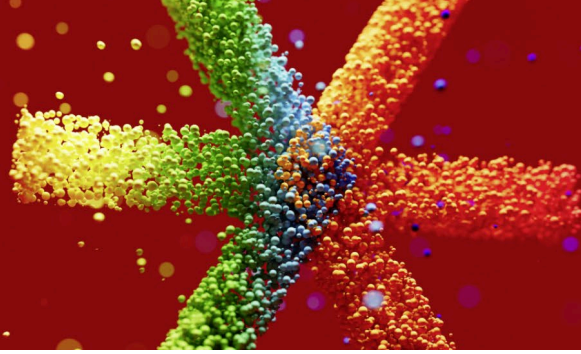


EuroShop 2026

THE GLOBAL RETAIL FESTIVAL

22 – 26 FEB 2026



Checklist EuroShop 2026

1st phase: from registration to admission

Complete [online registration](#).

You will receive a detailed stand offer by email before admission. If you did not specify a stand location in your application, please [contact us directly](#).

Our [3D site map](#) also provides a clear overview of the **exhibition grounds** and helps you navigate the halls quickly and easily.

Please check whether an offer is required to generate a **PO number**. If required, [please reach out to us directly](#).

Please verify the accuracy of the **billing address** in your online registration. You can notify us of any changes by email. If you have not entered a different billing address but need one, please [contact us](#) directly.

(Note: A fee of €50 will be charged for any changes made to the invoice after it has been issued.)

Don't have a stand constructor? Messe Düsseldorf offers **both customised stand construction and stand packages**. For a quote, please reach out to our stand construction department at standbau@messe-duesseldorf.de or explore our [stand packages](#).

Do you want **other people to have access** to the [Online Order System \(OOS\)](#) in addition to yourself? If you already have a personal login, you can authorize additional users by navigating to My Account > Stand Management > User Management in the top right corner of the [OOS](#). If you are a new exhibitor, you will have access to this option immediately after authorisation. (In the [OOS](#), you can place additional orders for your trade fair participation or access documents such as invoices, authorizations, stand sketches, parking permits, and more).

You can update your existing [exhibitor profile](#) free of charge; tips on maintaining your profile can be found [here](#). The benefit is that, once admitted, you can easily transfer your information to EuroShop 2026 with just one click. Additionally, your news will remain visible to website visitors for a full year, ensuring ongoing visibility and engagement. Exhibitor profiles that are **at least 75% complete** are prioritised for visibility. Check your [exhibitor dashboard](#) for the current status of your profile.

View the [marketing opportunities](#) early on to include them in your budget planning. **Please note:** Until admission (from 29 September 2025) prices from 2023 are displayed. [Event partner packages](#) are limited. Please consider them early. If interested, please contact our media partner Neureuter directly at: euroshop@neureuter.de.

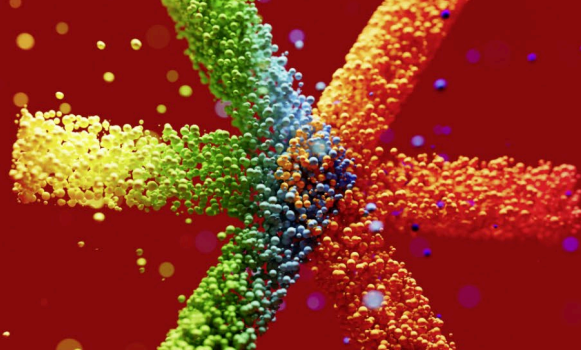
Speaker slots are available [free of charge on our stages](#). Every exhibitor has the opportunity to apply for a slot. The selection of topics and final approval is managed by the respective partner of the stage. Application periods for each stage can be found on our website. Please note that capacities are limited.

From 28 August 2025, [advertising in fair media](#) can be officially booked in the **Online Order System (OOS)**.

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Save the date: Take the opportunity to round off the day together with your team at our legendary [Exhibitor Party](#) on **25 February 2026, starting at 18:30** at CCD South. Further details and pricing will be available in the [OOS](#) from the end of September.

2nd phase: admission to trade fair (from 25.09.2025)

Are partner companies represented at your stand with their logo and staff? In that case, an official registration as a **co-exhibitor** is required. The co-exhibitor fee is €900, plus an €829 media fee and will be invoiced to your co-exhibitor. You must [authorize the co-exhibitor for registration](#), after which they will receive their own login for the [website](#) and [Online Order System \(OOS\)](#). This allows them to independently order additional advertising, parking tickets, or admission ticket vouchers. It is not permitted to exhibit without registration.

Once you have been admitted as an exhibitor, you can officially order all services available from Messe Düsseldorf and its service partners through the [Online Order System \(OOS\)](#).

An overview of the order **deadlines** can be found [here](#).

We would like to highlight the following services – all of which can only be booked through the [Online Order System \(OOS\)](#)! Please remember to book in advance.

[Internet:](#) Please coordinate your applications capacity requirements with [Telekom](#) and book the necessary services in advance to ensure that the cables are installed prior to construction.

[Technical services:](#) Please be aware of the deadlines for technical services to ensure that essential installations, such as power connections, are completed at your stand before the construction period. Technical orders must include a stand sketch. After the [order deadline](#), a 35% surcharge will be applied to any orders placed.

[Approvals:](#) If your stand construction is subject to approval in accordance with the [technical guidelines](#), it must be submitted through the [Online Order System \(OOS\)](#). Stand construction inspections of a stand that is not subject to authorisation is only possible for a fee of €105 plus VAT.

[Stand security:](#) must be booked separately via our service partners for set-up, dismantling and the duration of the event and is not included in the stand rental.

[Stand cleaning:](#) Pre-event cleaning and daily booth cleaning services are available upon request and must be paid for in advance, prior to the start of the trade fair.

[Parking permits:](#) Due to high demand, the quantity ordered may be subsequently reduced per exhibitor. The first allocation of parking permits is approx. 4 weeks prior to the event. You can find the parking cards for download in the [OOS](#) under stand management / parking cards. A printout of the parking ticket must remain clearly visible in the vehicle during the access and parking process. Parking permits that are not cancelled in the [Online Order System \(OOS\)](#) will be invoiced.

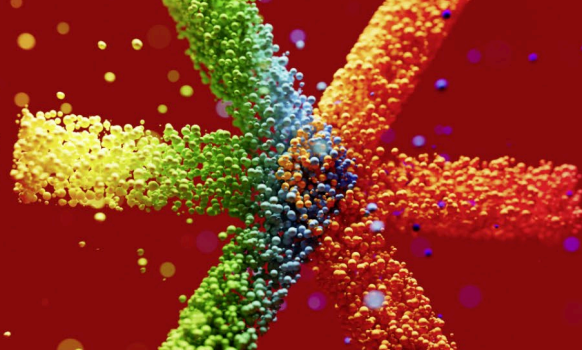
[Stand party:](#) Company events organised at the stand space and exceed the official opening hours (after 6:00 p.m.) must be registered as stand party.

[Scan2Lead visitor registration:](#) Digital visitor registration at the exhibition stand. The barcode on the visitor ticket is scanned and made available to you for real-time processing. **Pre-booked Scan2Lead services can be picked up at the counter in the exhibition tower during the set-up period.**

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Logistics: Schenker and Kühne & Nagel are based on the exhibition grounds.

Stand rental invoices and prepayments for technical services will be uploaded to the [Online Order System \(OOS\)](#) on October 21st, 2025. Invoices are due immediately upon receipt. Sign in to your OOS account, navigate to 'My Account', then go to 'Invoices & Documents', and select the invoice you need.

Are you looking for a **hotel**? [KUNONI Tumlare Congress and Düsseldorf Tourismus](#) will be happy to assist you.

In our [stand builder portal](#) you will find the current technical guidelines with all regulations, important information sheets on special topics as well as stand sketches and area plans. Please also provide your stand constructor with the stand builder portal.

No stand constructor available? Messe Düsseldorf offers both **customised stand construction** and **stand packages**. For a quote, please reach out to our stand construction department at standbau@messe-duesseldorf.de or explore our [stand packages](#).

Media entry: Deadline **January 8th, 2026**. After this date, any changes can only be made online and will no longer be reflected in printed media. Please be aware that your company will appear in our media under its registered legal name. If you would like to be listed with an [additional brand](#), you have to order a trademark entry. We recommend listing with your [logo](#).

You will receive your **included exhibitor passes** approximately six weeks before the trade fair, with the quantity based on the size of your stand. [Additional paid exhibitor passes](#) can be ordered in the [Online Order System \(OOS\)](#). Each of your employees must register individually prior to the trade fair. Our [exhibitor voucher code manager](#) will help you with the administration.

Use Messe Düsseldorf's [matchmaking](#) tool to **connect with relevant visitors and potential business partners** in advance – efficiently, time-saving and precisely tailored to your target group. Active registration is required to use the tool.

Don't forget to **invite your customers** in advance using our [ticket vouchers](#). You can order and distribute as many vouchers as needed and pay only for those tickets that are redeemed at the turnstile with your code. The [visitor voucher code manager](#) provides a summary of completed registrations, allowing you to follow up with specific appointment proposals.

Attract the attention of the **press**. Take advantage of the opportunity to upload press releases to your [dashboard](#) free of charge, inform us about your stand activities for inclusion in the [press guide](#), and utilize the [international trade press list](#) to reach media outlets within your industry. You are welcome to send [us](#) information about your **innovations** for the press tour and for journalist inquiries. Please note that the selection of the topics is at the discretion of our press department.

Please follow our [traffic regulations](#). **For EuroShop 2026, a deposit-based entry system will again be in place** to ensure that all exhibitors can unload close to the halls during set-up and dismantling. No separate passes are required for setup and dismantling.

Truck slots for loading and unloading: Please book via [FIRST](#).

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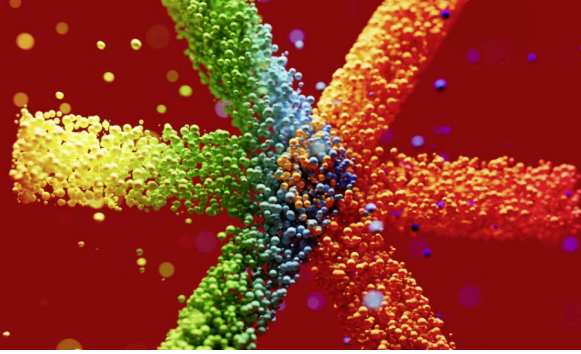


Exhibit and material deliveries: Access is guaranteed via Gate 1 (Halls: 1 – 7 + 9 – 17) and 8.2 (Halls: 8A + B) during hall opening hours in accordance with [traffic regulations](#). Messe Düsseldorf employees cannot accept exhibitor materials. Therefore, please ensure that an authorized person is available at your stand to receive the materials. If this is not possible, storage and subsequent delivery to the exhibition stand can be organised by Messe Düsseldorf GmbH's [contract transport suppliers](#).

All deliveries (pallets, individual packages) for exhibitors to the fair stand must be labelled as follows:

Name of exhibitor
Name of exhibition
Hall and stand no.
Name of responsible person at the stand (phone)
Messe Düsseldorf GmbH
Gate 1
Am Staad
D40474 Düsseldorf

Advanced stand construction is possible **from February 11th, 2026 at 7.30 am**. Requests must be made in writing. The application must be submitted at least 21 days before the desired set-up date and should be sent to the following e-mail address TR-Service@messe-duesseldorf.de. The costs for early set-up are € 495 per day and stand plus the costs for hall security. Applications for advanced stand construction submitted less than 21 days before the official set-up start will incur a late fee of 35%. A prerequisite for early set-up is the timely submission of all document (orders, approval of special constructions, etc.).

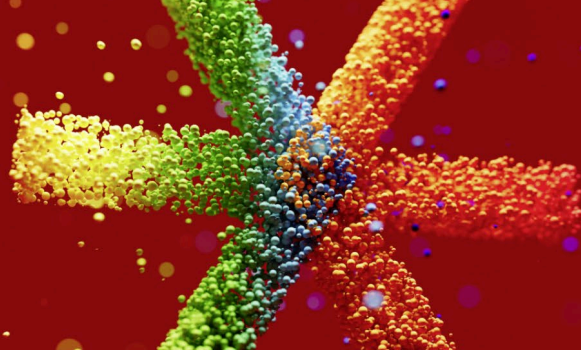
Construction times: 14/02/26, from 7:30 am – 21/02/26 until 8:00 pm. Decoration is possible until 10.00 pm. No exhibitor passes are required, but [traffic regulations](#) apply.

During the fair, exhibitors may enter the halls from **8.00 am to 7.00 pm**. Please note that distributing advertising materials or similar items in the aisles is not permitted. Advertising is restricted exclusively to the stand area.

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3rd phase: after the fair

Dismantling times: from 6:00 p.m. on 26 February 2026 to 3:30 p.m. on 2 March 2026. Exhibitor passes are not required. After the event, access to the exhibition grounds is open to all, subject to [traffic regulations](#).

[EuroCIS- The Leading Trade Fair for Retail Technology](#) – takes place every three years as part of **EuroShop - The World's No. 1 Retail Trade Fair** – and is held as a stand-alone event in the intervening years. **The registration for EuroCIS 2027** (February 16th to 18th, 2027) begins on February 25th, 2026 and ends on September 3rd, 2026. Registration is possible [online](#).

Approx. 4 weeks after the event you can download the **final invoice** for all services/products from Messe Düsseldorf in the [Online Order System \(OOS\)](#). The invoices are due immediately upon receipt.