



<b>Hallen/Halls</b> 1, 3	<b>POP Marketing</b> <ul style="list-style-type: none"> <li>■ Signage ■ Displays</li> <li>■ Outdoor Communication</li> </ul>
<b>Hallen/Halls</b> 4, 5	<b>Expo &amp; Event Marketing</b> <ul style="list-style-type: none"> <li>■ Stand Construction &amp; Equipment</li> <li>■ Brand Communication</li> <li>■ Communication Design</li> <li>■ Event Technology</li> </ul>
<b>Hallen/Halls</b> 2, 6, 7a, 7	<b>Retail Technology</b> <ul style="list-style-type: none"> <li>■ Retail Software ■ PoS Technology</li> <li>■ Mobile Solutions ■ eCommerce</li> <li>■ Payment Systems</li> </ul>
<b>Hallen/Halls</b> 9, 10	<b>Lighting</b> <ul style="list-style-type: none"> <li>■ Systems ■ Design ■ Technology</li> </ul>
<b>Halle/Hall</b> 11	<b>Visual Merchandising</b> <ul style="list-style-type: none"> <li>■ Display Mannequins</li> <li>■ Store &amp; Window Decorations</li> </ul>
<b>Hallen/Halls</b> 11 – 14, 18	<b>Shop Fitting &amp; Store Design</b> <ul style="list-style-type: none"> <li>■ Fixtures &amp; Equipment</li> <li>■ Architecture ■ Store Planning</li> </ul>
<b>Hallen/Halls</b> 2, 10	<b>Food Tech &amp; Energy Management</b> <ul style="list-style-type: none"> <li>■ Refrigeration ■ Building Automation</li> <li>■ Cooking &amp; Baking Solutions</li> </ul>

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