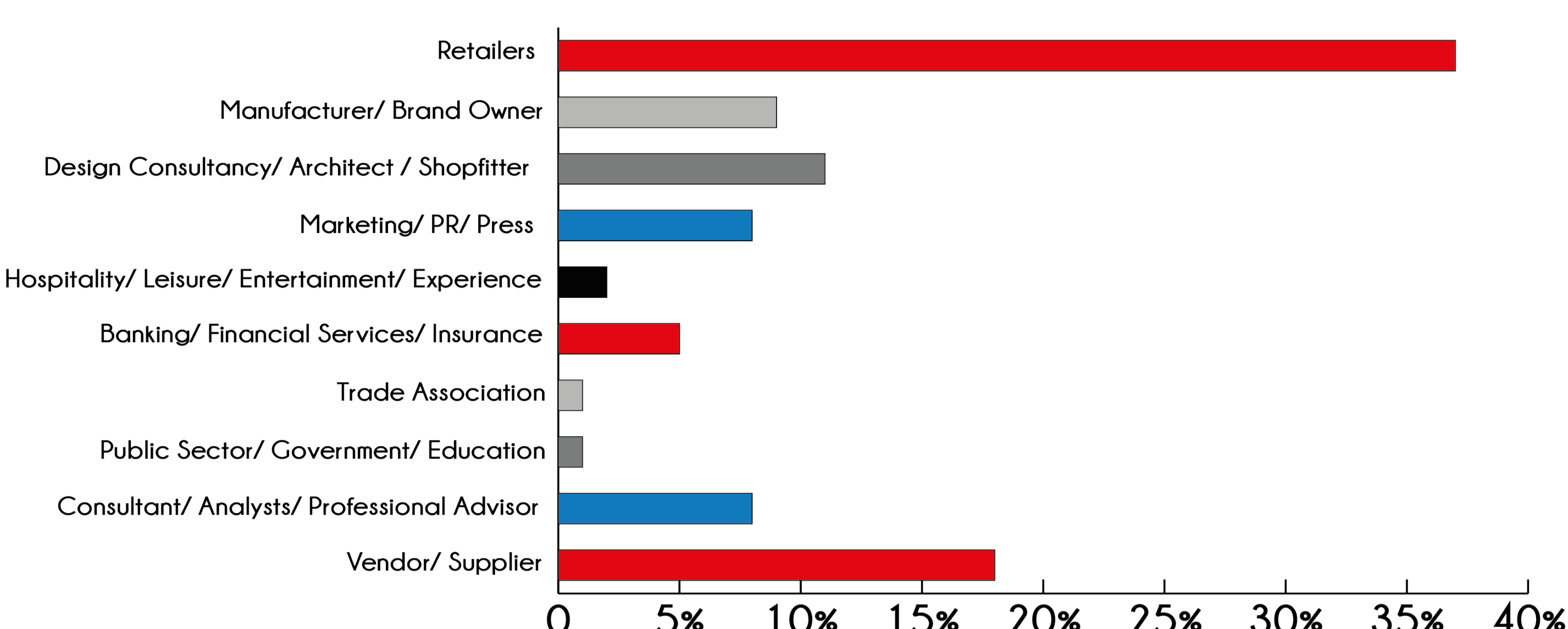


Retail Digital Signage Expo and the co-located Retail Design Expo and RBTE attracted a **total of 18,492 attendees** across the two days in 2017.

**37%
retailers**

Over 1/3 of our show audience are retailers

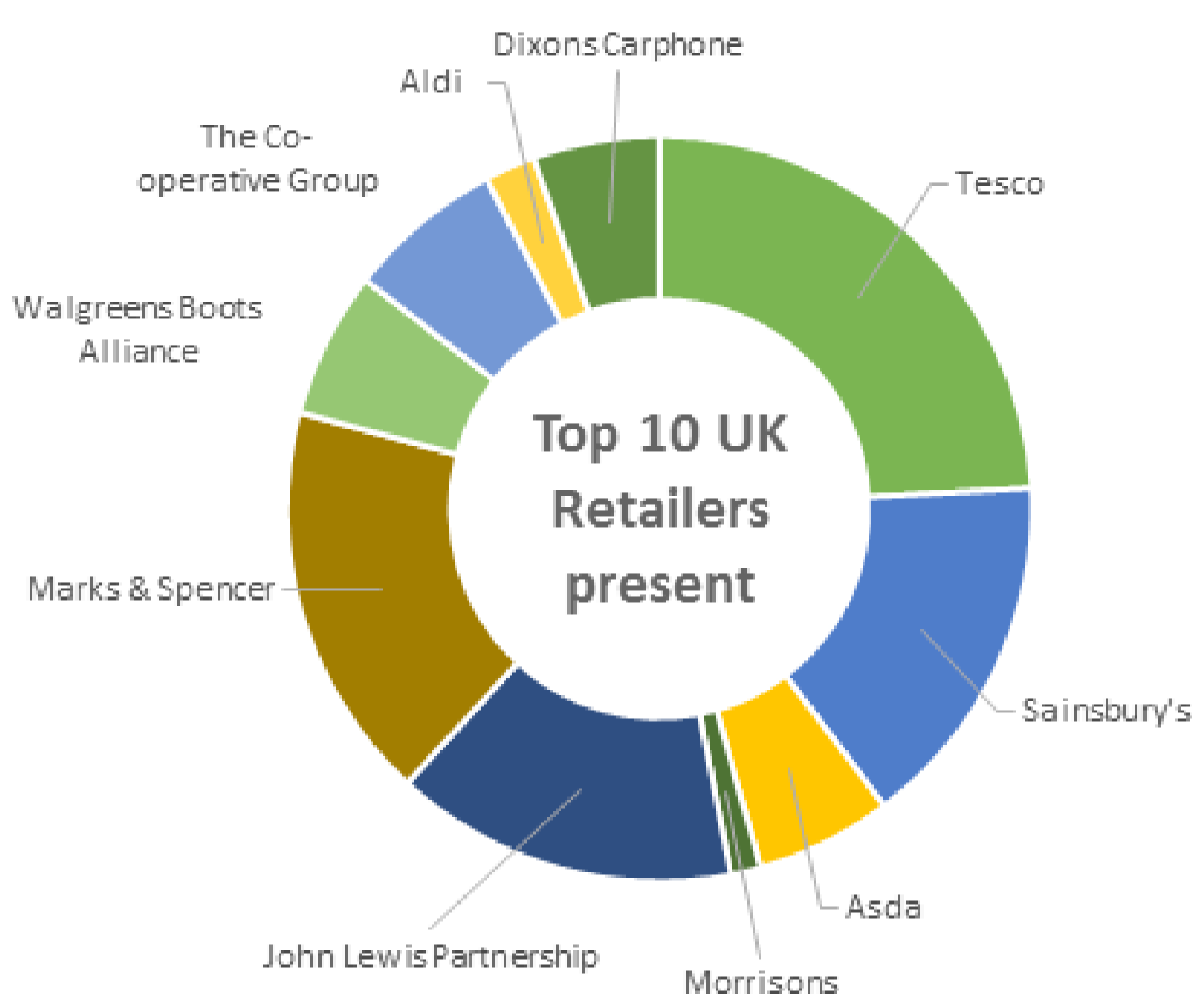
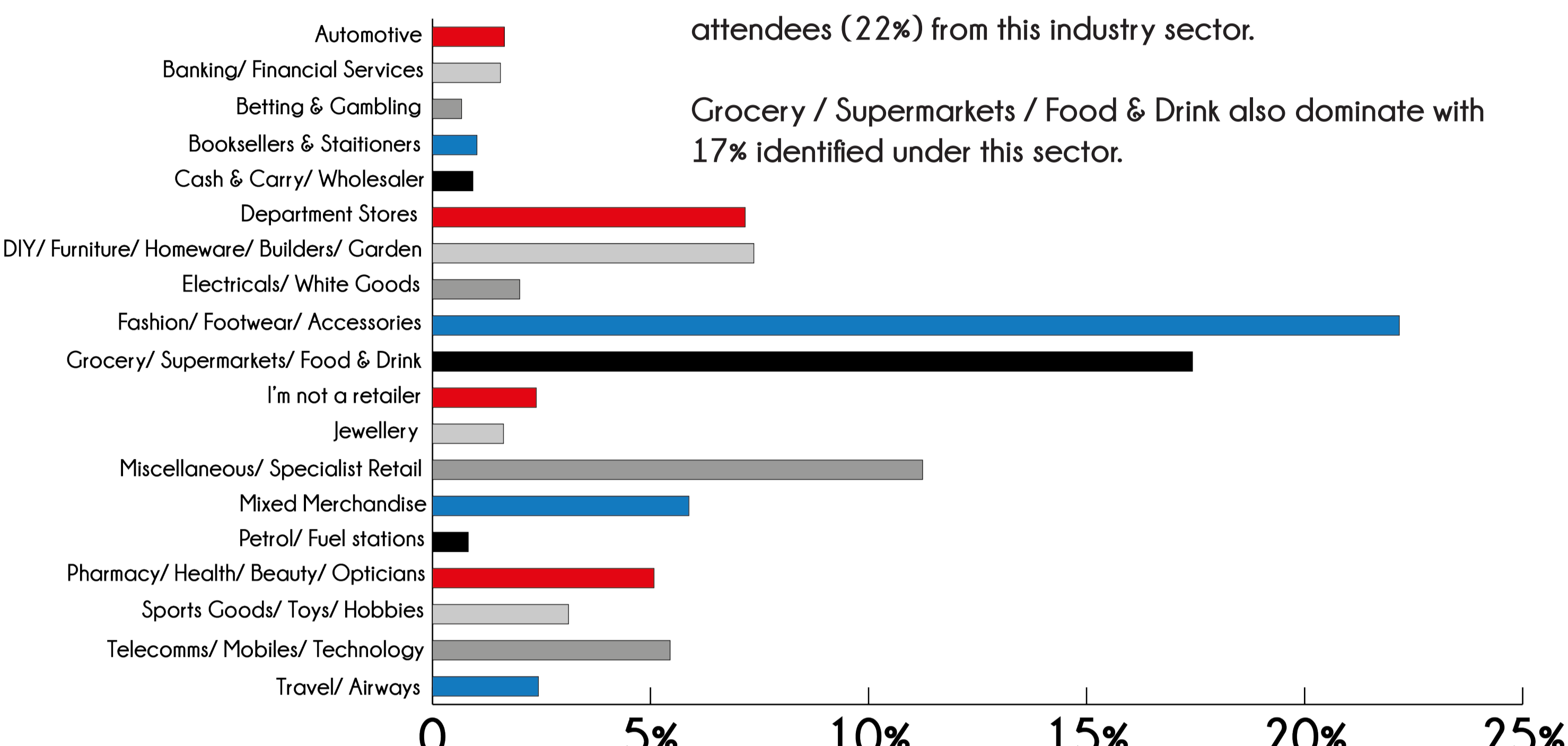
Type of business



Type of retailer/brand

The type of retailers & brands in attendance is dominated by Fashion/Footwear and Accessories outfitters with one in five attendees (22%) from this industry sector.

Grocery / Supermarkets / Food & Drink also dominate with 17% identified under this sector.



100% of the Top 10 UK Retailers were present

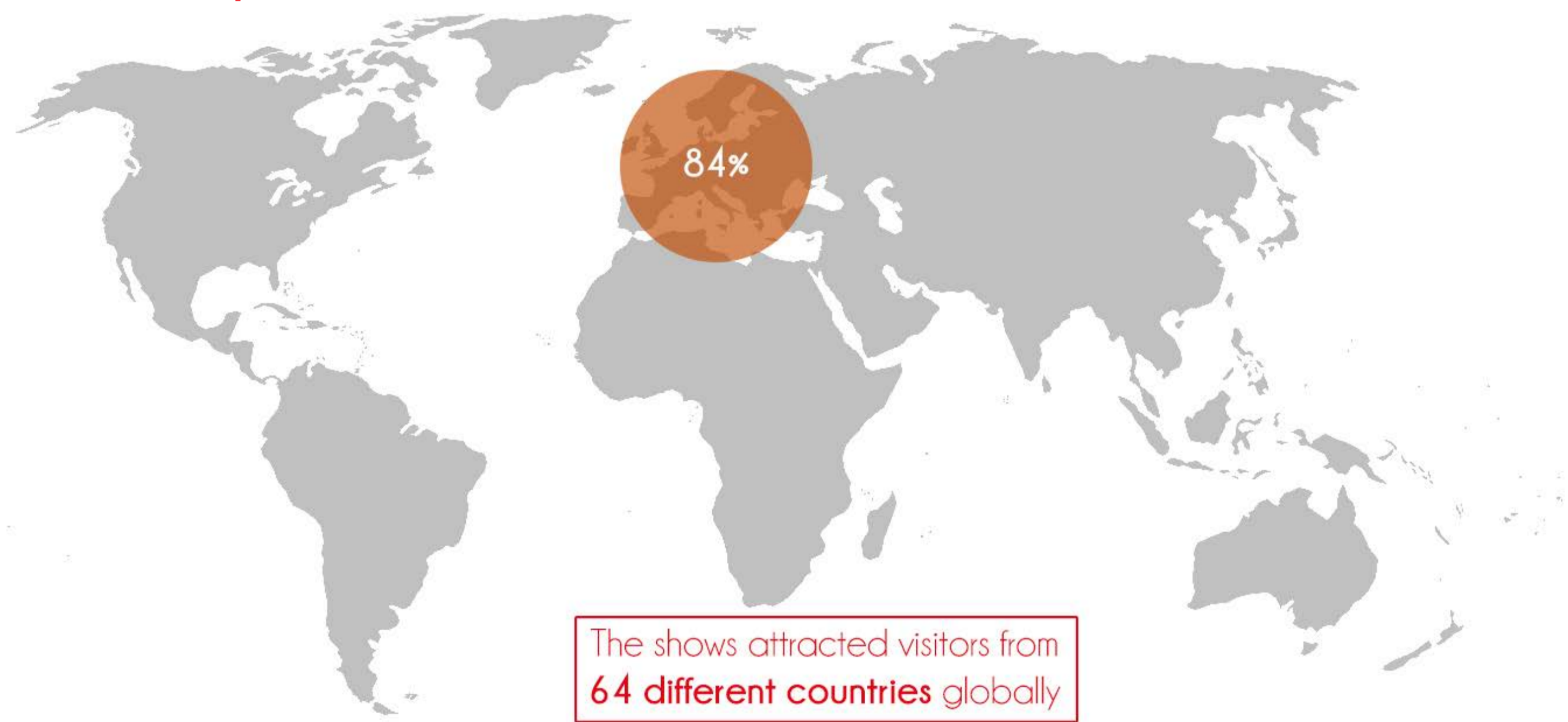
95% of the Top 20 UK Retailers were present

Sample of Top 10 retailer and brand job titles in attendance

Chief Executive Officer	Digital Customer Experience Manager	Retail Director
Chief Technology Officer	Head of Digital Retail Operations	Director of Retail Operations Development
Director International IT	Head of Technology	Digital and Technology- Product Owner
Head of Customer Experience	Head of Retail Transformation	Head of Retail Applications
Head of IT	Digital Customer Experience Manager	Director of Personalisation
Head of Retail Services	Retail Environmental Design Manager	Visual Merchandising Manager
Head of ICT Services	Head of Operations	Program Manager: Store Formats and Design
Technology Innovation Manager	Global Visual Merchandising Manager	Creative Visualiser
Head of In-Store Analytics	UK & International Store Designer	Store Equipment Design Manager
Retail Marketing Manager	Branch Manager	Director of Property
Product Owner, In-Store Digital	Store Visualisation Manager	Head of Design

Global Reach

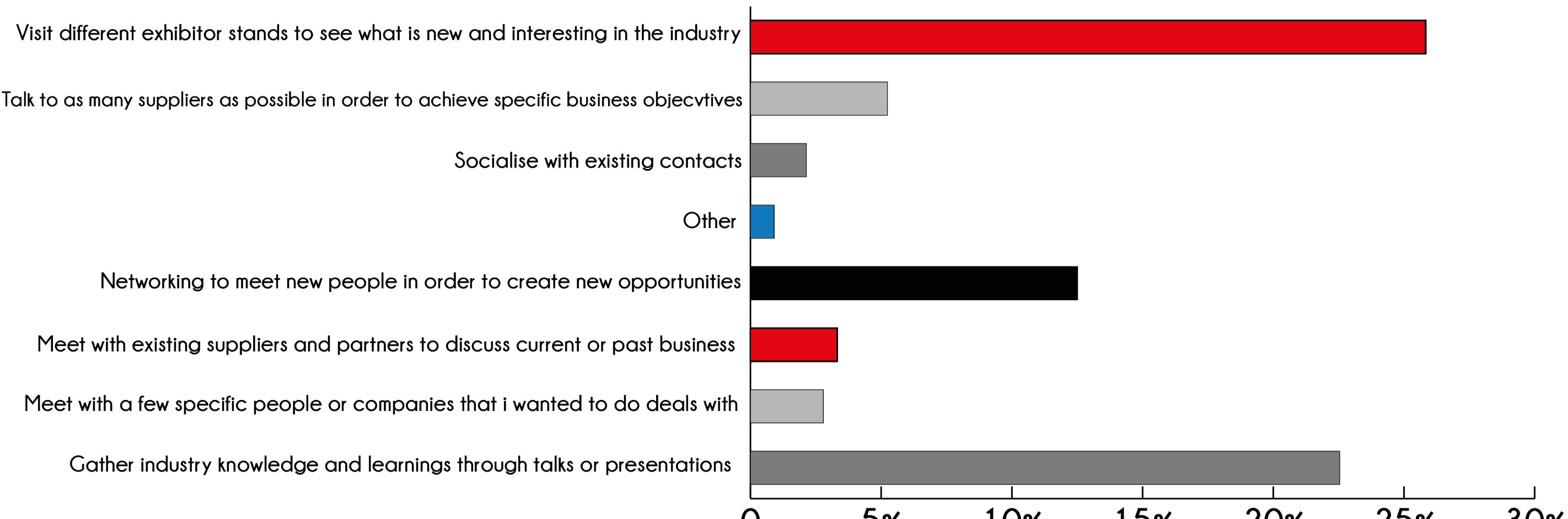
84% of attendees came from Europe (77% from UK alone) reflecting the strong European nature of the event



Over a quarter of attendees (26%) visited the show to visit exhibitors to see what is new and interesting in the industry.



Primary objective for visiting



For more information about Retail Digital Signage Expo please contact our sales manager:

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Data sourced from independent research by Fusion and registration data.