

What's on in 2016?

Our full calendar of events is updated regularly on popai.com.au

Inspire.

PROFESSIONAL DEVELOPMENT BREAKFAST SERIES.

Industry leaders, hot topics, coffee, pastries and friends. Turbo start your day, your business and your career with the POPAI Community.

POP AI PDS Series
proudly supported by
Series Event Partners



bluestar PROMOTE



M MEGARA
We make. You look good.

BRAND ACTIVATION NOW
PERNOD RICARD & RED BULL -
case studies and learnings

Wed Feb 10 – SYD
7.30am – 9am

\$45 members*
\$90 non-members*

GLOBALSHOP & POPAI GLOBAL
AWARDS WRAP UP

Wed April 20 – SYD
7.30-9am, Ogilvy House
Thurs May 12, MEL,
7.30 – 10am at TOTAL
RETAIL EXPO

\$45 members*
\$90 non-members*

RETAIL NOW – LEADING
RETAILERS SPEAK

Tue June 14 – SYD
7.30am – 9am

\$45 members*
\$90 non-members*

DIGITAL NOW – LEADING CASE
STUDIES OF DIGITAL DISRUPTION
IN MARKETING @ RETAIL

Wed Aug 10 – SYD
7.30am – 9am

\$45 members*
\$90 non-members*

GfK FUTUREBUY – GLOBAL
SHOPPER BEHAVIOUR
RESEARCH

Wed Nov 16 – SYD
Thurs Nov 17 – MEL
7.30am – 9am

\$45 members*
\$90 non-members*
*Excluding GST.

GfK Futurebuy events
proudly presented by
POP AI research partner



POP AI Shopper Marketing
Training Series is proudly hosted
by Series Venue Sponsor



Immerse.

POP IN-STORE TOURS.

VIP in-store immersion visits – new stores, new concepts and learnings direct from the retailers themselves.

MICROSOFT NEW STORE
VIP Keynote Sessions from Gwen
Morrison, CEO The Store, USA
Danny Lattouff, MD Ideaworks

Thursday 3 March 2016
Ideaworks Level 15, 35
Clarence St SYDNEY

\$195 + GST Members
Only, Strictly Limited
Tickets

POP AI PDS Series
proudly supported by
Series Event Partners



*further 2016 POP
In-store Tours TBA

2016 MEDIA
PARTNERS

inside FMCG



RetailWorld
Retail Therapy CONFERENCE

2016 PLATINUM,
PROMOTION &
PRINT PARTNER

bluestar DISPLAY

2016 CREATIVE
& PRODUCTION
PARTNER





THE GLOBAL ASSOCIATION FOR MARKETING AT RETAIL

AUSTRALIA & NEW ZEALAND

Showcase.

POPAI'S INSPIRING
MARKETING @ RETAIL
EXPO.

The best of the industry's innovation and excellence on show for 3 days in September. POPAI Awards entries, Inspirations gallery, and thought-leading exhibitors sharing new technologies and inspiration.

POPAI INSPIRING
MARKETING @ RETAIL
EXPO

Thurs 15, Fri 16 September
9am – 5pm
Sat 17 September
10am – 4pm
Hall 5, Sydney Showground

FREE

Lead.

2016 POPAI
INTERNATIONAL
SUMMIT:
INSPIRING
MARKETING @
RETAIL

Hear from the who's who of retailers, brands and innovators. Who is inspiring shopper hearts and minds now and how? International and national case studies and thinking.

POPAI 2016 SHOPPER
SUMMIT – INSPIRING
POSSIBILITIES

Thurs 15, Fri 16 September
Flexible session times – details on
popai.com.au
Hall 5 Function Room, Sydney
Showground, in conjunction with the
POPAI Marketing @ Retail Expo

Members session
prices from \$295 +
GST for 3.5 hours,
discount event and
day passes. Full
price list on popai.com.au

Recognise & Reward.

POPAI MARKETING
AT RETAIL AWARDS &
GALA DINNER.

Be part of the most hotly contested awards program in marketing at retail. Network with industry leaders and peers at THE must-attend event of the year.

POPAI 2016 MARKETING @
RETAIL AWARDS PROGRAM

Open 15 April and
close 15 July

\$795 members*†
\$595 non-members*†

POPAI MARKETING @ RETAIL
AWARDS GALA DINNER

Thursday 15 September,
7pm – 12am
Doltone House Hyde Park
181 Elizabeth St, Sydney

\$265 members*
\$365 non-members*

*Excluding GST. †Subsequent entries attract \$100 discount per entry.

2016 MEDIA
PARTNERS

inside **FMCG**

RETAILMEDIA **RetailWorld**
Retail & Consumer CONFERENCEWORLD

2016 PLATINUM,
PROMOTION &
PRINT PARTNER

bluestar **DISPLAY**

2016 CREATIVE
& PRODUCTION
PARTNER

ACTIVE
DISPLAY GROUP

More information about POPAI may be found at www.popai.com.au
P +61 (2) 9281 2630 E popai@popai.com.au A 6 Lacey Street, Surry Hills, NSW 2010, Australia.
General Manager Lee McClymont can be personally contacted on + 61 414 941 585.

popai.com.au

POP AI 2016 major events partners.

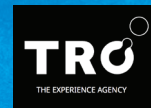
THE POP AI EXHIBITION, SUMMIT AND AWARDS ARE PROUDLY SUPPORTED BY:

Platinum Partner **bluestar**  **DISPLAY**

Major Event Partners



Event Partners



Associate Partners



Media Partners



Network.

POP AI COMMUNITY EVENTS.

Join POP AI at informal events across the course of the year. Connect with peers, potential clients and suppliers, and POP AI's team of industry leaders.

POP AI AGM &
XMAS IN JULY DRINKS

Thursday July 28, 5-8pm
Ideaworks Level 15, 35
Clarence Street SYDNEY

FREE
members only

POP AI XMAS DRINKS
- SYDNEY

Thursday Dec 8, 5-8pm
Venue TBA

FREE
members only



2016 MEDIA
PARTNERS



2016 PLATINUM,
PROMOTION &
PRINT PARTNER



2016 CREATIVE
& PRODUCTION
PARTNER

