



## About Shop!

### Our Purpose:

Empowering our members to innovate at retail.

### Our Mission:

Shop! will provide our broad spectrum of members with the most comprehensive education, networking connections and insights into the evolving world of retail.

### Our Vision:

Shop's members will shape the evolution of retail.

## Shop! Diversity Statement

Shop!, the global trade association dedicated to enhancing retail environments and experiences, embraces a culture of inclusion where diverse voices are active in all aspects of our organization. This supports an environment in which all individuals feel respected and are treated fairly, and different viewpoints, opinions, thoughts, and ideas are encouraged and embraced. We proudly maintain the highest standards of ethics and transparency.

In October 2015, the **Association for Retail Environments (A.R.E.)** merged with **Point of Purchase Advertising International (POP AI)** to become Shop Environments Association.

Established in 1936, POP AI was a not-for-profit association for the in-store marketing industry. International in scope, its membership was made up of leading retailers, CPGs, brand agencies, producers and educators committed to relevant shopper marketing research and education.

A.R.E. was established in 1956 as the National Association of Store Fixture Manufacturers. The association merged with the National Association of Display Industries (NADI) in 2001 and assumed administration of the Planning and Visual Education Partnership (PAVE) in 2006.

Based in Hollywood, Fla., Shop! association provides research, education and networking to more than 1,400 member companies and affiliates globally.

## Shop! History

Established in 1956 with 38 charter members, the organization began as the **National Association of Store Fixture Manufacturers**. Membership grew slowly in the early years, but exploded in the 1990s following the implementation of the association's first strategic plan. Originally restricted to manufacturers of wood store fixtures, the association gradually came to encompass industry suppliers, other types of fixture providers, and retail designers. This evolution prompted a name change in 2007 to the **Association for Retail Environments**.

The association has moved its headquarters to various locations throughout its history, including Hollywood, FL, where its office was largely furnished and installed by members. During this time, its reach extended internationally, with members in more than 30 countries all over the world. Run by members for members, the association has seen 31 presidents, as the volunteer leadership is designed to rotate. Staffing has been headed by a succession of four executive directors over the years. The association merged with the **National Association of Display Industries (NADI)** in 2001 and assumed administration of the **Planning and Visual Education Partnership (PAVE)** in 2006.

On Oct. 2, 2015 A.R.E. merged with **Point of Purchase Advertising International (POP AI)**. The combined new association provides expanded services, including research, education and networking to approximately 2,000 member companies on six continents.



## Shop! Privacy Policy

By continuing to use shopassociation.org you are agreeing to the website Terms and Conditions and the Use Of Cookies while using the website and our services. Please also read our [Privacy Policy](#) under which, to the extent stated, you consent to the processing of your personal data. The content of the Privacy Policy has recently been updated to reflect recent legal changes (the General Data Protection Regulation) and describes how we handle your personal data including the legal basis on which we do so and to provide more information regarding your rights.

## Upcoming Events

MAR 24	Marketing Point Vente (MPV) March 24 @ 9:30 am - March 26 @ 5:30 pm
MAY 13	POP AI RUSSIA AWARDS 2020 May 13 @ 8:00 am - May 15 @ 5:00 pm
MAY 28	POP AI RUSSIA GALA AWARDS 2020 May 28
OCT 28	JAPAN PROMOTIONAL MARKETING SHOW 2020 October 28 - October 30 Tokyo

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