

RSA'27

RETAIL SHOW

**Australia's dedicated platform
for next-generation retail,
connecting markets across
the Asia-Pacific.**

8–9 September 2027

**Melbourne Convention & Exhibition Centre
Melbourne, Australia**



Where Retail Transformation Moves from Strategy to Store-Level Execution

New technologies. New store concepts. New opportunities for retail.

Retail Show Australia returns to Melbourne on 8–9 September 2027 for its third edition, bringing together the people and businesses shaping retail across Australia and New Zealand.

From intelligent store technologies and AI to retail environments, operational infrastructure and consumer electronics, RSA presents the products, solutions and innovations transforming how retailers operate and engage with customers.

Across five dedicated exhibition sectors, the show brings manufacturers, technology providers, designers and industry suppliers together with retailers and brands seeking new ideas, solutions and business partners.

The Future Store special feature and a senior-level conference add another dimension, combining practical demonstrations with industry expertise and insights into retail investment and innovation.

For exhibitors, RSA offers an opportunity to introduce products, engage with prospective customers, develop distribution partnerships and strengthen their position in the Australian and New Zealand markets, with connections extending across the Asia-Pacific.

RSA'26
RETAIL SHOW

WELCOME TO
RSA 2026

MAINSTAGE

Melbourne Convention and Exhibition Centre

Resilience · Reinvention ·

Australia's dedicated platform for next-gen retail



Retail Show Australia 2026 in Numbers

4,000+

REGISTERED ATTENDEES

70+

EXHIBITORS

48

COUNTRIES REPRESENTED

49

SPEAKERS

40+

CONFERENCE SESSIONS

The second edition of Retail Show Australia was held at the Melbourne Convention & Exhibition Centre from 22–24 September 2026.



RETAIL TECHNOLOGY

Technology for the day-to-day operation of modern retail.

PRODUCT AREAS

- POS, Cloud POS & Retail Management Systems
- Self-Checkout, Scan & Go & Smart Carts
- Payments & Cash Automation
- Unified Commerce & Omnichannel Solutions
- RFID, 2D Barcodes & Data Capture
- Electronic Shelf Labels & Smart Shelves
- Inventory Visibility & Store Execution
- Retail Mobility & Handheld Devices
- Connected Stores, IoT & Edge Computing
- Digital Signage & Interactive Kiosks
- Retail Analytics, CRM & Loyalty Platforms
- Workforce & Task Management
- Autonomous Stores & Smart Vending
- Store Digital Twins & Monitoring
- Retail Security, EAS & Loss Prevention
- Video Surveillance, Access Control & Cybersecurity



AI FOR RETAIL

AI applications transforming how customers discover, shop and buy — and how retailers operate.

PRODUCT AREAS

- AI Shopping & Agentic Commerce
- Personalisation & Product Recommendations
- Conversational AI & Customer Service
- Visual Search & Virtual Try-On
- Computer Vision & Shopper Behaviour Analysis
- Demand Forecasting & Automated Replenishment
- AI Merchandising & Assortment Planning
- AI Pricing & Promotion Optimisation
- Generative AI & Product Content



STORE DESIGN & FITOUT

Designing the next generation of retail spaces, from store concepts and interiors to fixtures, materials and customer experiences.

PRODUCT AREAS

- Retail Architecture & Store Design
- Shopfitting & Interior Fitout
- Store Fixtures, Shelving & Display Systems
- Modular & Flexible Store Solutions
- Retail Lighting & Lighting Design
- Interior Materials, Surfaces & Finishes
- Visual Merchandising & Window Displays
- Retail Signage & Wayfinding
- Experiential Retail & Brand Environments
- Sustainable & Circular Fitout Solutions
- Pop-Up Stores & Temporary Retail Structures
- Custom Joinery & Fabrication



RETAIL OPERATIONS & INFRASTRUCTURE

The systems behind efficient retail operations — from distribution and fulfilment to refrigeration, energy and store infrastructure.

SUPPLY CHAIN & LOGISTICS

- Warehouse Automation & Robotics
- Distribution & Fulfilment Systems
- Order Picking, Sorting & Material Handling
- Micro-Fulfilment & Dark Store Solutions
- Supply Chain Visibility & Traceability
- Last-Mile Delivery & Fleet Solutions
- Returns & Reverse Logistics

REFRIGERATION & ENERGY

- Commercial Refrigeration & Freezer Systems
- Cold Chain & Temperature Monitoring Solutions
- Energy-Efficient Cooling & Natural Refrigerants
- HVAC & Climate Control
- Energy Management & Demand Response
- On-Site Solar & Battery Storage
- Retail Building & Facility Systems



CONSUMER ELECTRONICS

Connecting consumer technology brands with retail buyers, distributors and channel partners across Australia and New Zealand.

PRODUCT AREAS

- Smart Home & Connected Living
- AI Devices & Smart Glasses
- Smartphones, Tablets & Accessories
- Wearables & Fitness Technology
- Computers & Computing Accessories
- Audio, TV & Home Entertainment
- Gaming & Immersive Technology
- Smart Appliances & Home Robotics
- Digital Imaging & Creator Technology
- Personal Care & Wellness Devices
- Portable Power & Charging Solutions
- Personal Mobility & Travel Technology

Bring new products to market

Introduce new products, reach retail buying teams and explore distribution and channel partnerships in Australia and New Zealand.



FUTURE STORE

DEDICATED EXPERIENCE ZONE

Step inside retail's next chapter.

Future Store brings the technologies shaping physical retail into one interactive, store-inspired environment. Visitors can explore the shopping journey firsthand, discovering new ways to interact with products, engage with technology and experience how different solutions come together across the store. From intelligent shopping experiences to connected store operations, Future Store makes emerging retail concepts tangible — offering fresh perspectives on how technology can transform the way stores operate and customers shop.



Intelligent Retail Solutions



WHO YOU MEET

LEADING RETAILERS & BRANDS REPRESENTED AT RSA 2026

 woolworths								DAVID JONES	
			COUNTRY ROAD GROUP						
									
TIFFANY & CO.								MECCA	
	FOREVER NEW		OROTON	NOVO		SHEIKE	STRAND		
	SPORTSCRAFT					TEMPLE & WEBSTER		GLOBAL RETAIL BRANDS	L'ORÉAL
									

Selected retailers and brands represented among RSA 2026 registrations.

RETAILER REPRESENTATION

AT RETAIL SHOW AUSTRALIA 2026



9

of the Top 20
ASX-listed
retail companies

were represented



11

of the
Power Retail Top 20
Australian
Online Retailers

were represented

Source: ASX company data and Power Retail Top 20 Online Retailers ranking.

ATTENDEE PROFILE



JOB LEVEL

CEO / President / Owner / Founder	16.3%
C-Level Executive	2.2%
VP / Executive VP	0.5%
Principal / Partner / Managing Director	5.2%
General Manager	5.8%
Director / Head	20.2%
Manager	22.1%
Coordinator / Professional	10.7%
Specialist	17.1%

JOB FUNCTION

Executive Management	43.9%
Sales / Business Development	16.8%
Other / Not specified	10.8%
Marketing / Brand / Communications	6.3%
IT/ Technology / Data	6.1%
Store / Merchandising / Buying	4.2%
Operations/Strategy	3.5%
Consulting / Research / Education	2.5%
Property / Store Development	1.2%
Supply Chain / Logistics / Procurement	1.2%
Digital / eCommerce / CX	1.2%
Administration / Support	0.8%
Security / Risk / Compliance	0.7%
Finance	0.6%
People / HR	0.2%

GLOBAL REACH

Retail Show Australia 2026 welcomed attendees from **48 countries**

80% | of attendees were
Australia-based

20% | of attendees were
international

Top 15 countries represented



Australia



Canada



France



China



UAE



Italy



Japan



Netherlands



New Zealand



Singapore



South Korea



Malaysia



United Kingdom



United States



Indonesia

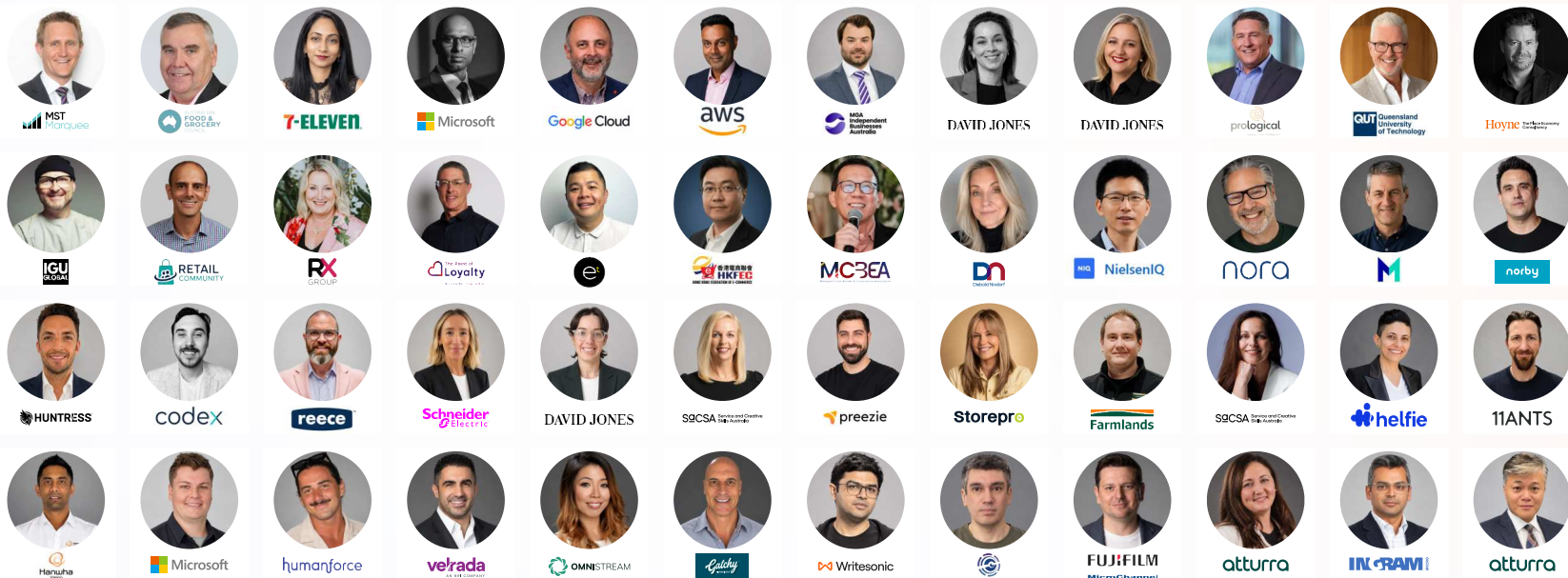
CONFERENCE & INDUSTRY LEADERSHIP

49 SPEAKERS · 40+ CONFERENCE SESSIONS · 2 CONFERENCE STAGES



Paul Zahra

Former CEO David Jones,
Former CEO Australian Retailers Association,
Chair and Non-Executive Director.



Selected speakers from Retail Show Australia 2026.

WHY EXHIBIT AT RETAIL SHOW AUSTRALIA

Retail is changing how it invests, operates and serves customers. Your next business opportunity starts with the right connections.

Across Australia and New Zealand, advances in AI, store technology, retail design and automation are opening new opportunities for suppliers. Retail Show Australia connects these solutions with the businesses evaluating how to improve their stores, operations and customer experience.

01

REACH RETAIL DECISION-MAKERS

Engage with professionals responsible for technology, procurement, store development, operations and investment decisions across the retail industry.

02

TURN INNOVATION INTO BUSINESS OPPORTUNITIES

Demonstrate your products, discuss real business challenges and help prospective customers understand the value your solutions can deliver.

03

GROW IN AUSTRALIA & NEW ZEALAND

Build your presence in two established retail markets, develop new customer relationships and strengthen existing accounts.

04

EXPAND YOUR SALES & DISTRIBUTION NETWORK

Explore opportunities to connect with retail buyers, distributors, systems integrators and channel partners to support your route to market.

05

STRENGTHEN YOUR INDUSTRY PROFILE

Build visibility through RSA's exhibition and industry conference, with additional sponsorship and marketing opportunities available to extend your presence.

06

BUILD CONNECTIONS ACROSS ASIA-PACIFIC

Connect with businesses and industry networks from across the region, creating opportunities for new commercial relationships beyond Australia and New Zealand.

EXHIBIT AT RETAIL SHOW AUSTRALIA 2027

Exhibition bookings are now open

Present your products and solutions to the Australian and New Zealand retail industry. Whether you're introducing new products, reaching prospective customers or developing market partnerships, RSA 2027 offers an opportunity to build your business presence.

EXHIBITION OPTIONS

RAW SPACE | STANDARD STAND | PREMIUM STAND

Choose the exhibition format that suits your requirements. Full specifications, inclusions and pricing are available in the Stand Packages & Pricing guide.

SPONSORSHIP OPPORTUNITIES

Additional opportunities are available across the conference, event branding and promotional programme. Sponsorship commitments are separate from exhibition space charges.

PLAN YOUR PARTICIPATION

- Stand Packages & Pricing
- Sponsorship Opportunities
- Conditions of Participation

Exhibiting Enquiries

For stand availability and participation enquiries, please contact:

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Melbourne, Australia

retail-show.com.au

