

SHOPTALK

EUROPE

9-11 June 2026 • Fira Gran Via, Barcelona

MEETUP GUIDELINES

Estimated time to
read: **3 minutes**

What is Meetup?

Meetup is our must-attend on-site meetings programme. It is your chance to have up to 16 pre-scheduled, one-to-one meetings, spread across 3 days at Shoptalk Europe. All meetings scheduled will be with people you requested, who also indicated they want to meet you! Please read below for step by step instructions.

Until 1 May

- The Sponsor Admin is the main point of contact and is automatically assigned. They can either register tickets on behalf of their team or invite team members to do so themselves. All tickets must be registered by 1st May.

Profiles Stage: 5 May - 15 May

(this should take no more than 5 mins to complete)

Your Meetup journey starts here!

- Once you receive your Welcome Email for the Meetup platform, simply request your One Time Passcode (OTP) and you can immediately start reviewing and completing your profile on Tuesday 5th May.
- Your profile is what others will see and use to request meetings with you, so make sure it is complete and accurate.
- Some items of your profile will have already been completed when you registered, saving you time!
- To edit your profile please click “Edit Meetup Profile” where you can update your information. Click “Save” at the bottom of the page once done.
- The deadline to complete your profile is **6pm CEST, Friday 15th May**, however we do recommend completing it sooner if possible.
- We share everyone’s profile at the same time once they are all complete, on Monday 18th May - that is when you can start requesting who you want to meet!

Retailers & Consumer Brands - this bit is for you...

Tabletalks

- You also need to select the Tabletalks topics that you are interested in.
- There are 2 Tabletalks sessions, and you can select as many topics as you like for each session, however you will be scheduled for a maximum of 1 topic per session.
- You can find the Tabletalks options by clicking “Select Tabletalks” at the top of your profile page. Be sure to select Tabletalks for both sessions.

Hosted Retailers & Consumer Brands - this bit is for you...

- Your Hosted meetings happen as part of these Meetup timeslots.
- Not following the Meetup process as outlined in these guidelines may impact your reimbursement post-show.

Exhibitors & Sponsors - this bit is for you...

Sponsor Admin (the main point of contact from your organisation) - this is the person looking after your Exhibitor & Sponsor Registration portal including the organisation information.

- If you have not yet registered all of your attendees for the event, please do that now!
- You can register yourself and your team via your login details on your dashboard.
- To register a member of your team follow these simple steps:
 - Select “Team” from the dashboard
 - Select “Add Staff”
 - Select “Register Exhibitor Representative”
 - Enter their details. You can either register people yourself, or you can invite them to register their details themselves.
- Once registered, everybody can create their profiles in the Meetup platform from **Tuesday 5 May**. The deadline is **Friday 15 May**.
- If your organisation has purchased Hosted meetings then you must **assign your Meeting Reps by no later than Friday 15 May**, however we strongly recommend setting this up much sooner if possible. Your Meeting Reps are those people that will be taking your Hosted meetings on-site during Meetup.
- Should you want a member of your team to help you with creating your profile, making requests, and opting in to your meetings then please add their details as your Assistant when creating your Profile in the Meetup platform.
- You can assign registered attendees as additional Sponsor Admins should you wish.

Requests Stage: 18 May - 29 May

(please allow 60 minutes for this stage)

It's time for you to make requests to all the attendees that you would like to meet with!

- You can log into the Meetup platform to do this from **Monday 18 May**.
- Please ensure your profile is fully complete, as this will ensure maximum visibility of your profile for other attendees looking to make their requests.
- The deadline to complete your requests is **6pm CEST, Friday 29 May**.

Requests Stage cont'd: 18 May - 29 May

- Make as many requests with people you are interested in - there is no limit!
- We suggest submitting a **minimum of four meeting requests for every timeslot you are available for** e.g. if you are available for all 16 Meetup timeslots then make 64+ requests.
- You can add a personalised message to each request you make.
- Some attendees may be of more interest to you than others, so to make a request you choose either “Relevant” or “Super Relevant” for each person. This priority choice will not be shared with the other person!
- You can apply filters to help you narrow down your search.
- Request meetings with as many people from the same organisation as you like, safe in the knowledge that we will only ever schedule you 1 meeting with any organisation.
- Be sure to request a wide variety of organisations, to give you the best chance of filling as many meeting slots as possible.

Exhibitors & Sponsors who have purchased Hosted meetings - this bit is for you...

- If you haven't done so already, please ensure you assign your **Meeting Reps** in the platform. These are the attendees that will be taking your paid-for Hosted meetings during Meetup.
- Please request ALL Hosted Retailers & Consumer Brand attendees you would like to meet. Once scheduled, these will be your Hosted meetings. All Hosted Retailers & Consumer Brands will be marked with an “H” next to them.
- You can also make non-Hosted meeting requests with everyone else taking part in Meetup. The maximum number of meetings any individual sponsor can have is 16.
- Meeting Reps are advised to **submit at least four meeting requests for each Hosted meeting purchased**. e.g. if you have purchased 10 Hosted meetings then we recommend you individually make 40+ Hosted requests each. Please feel free to make as many more than that as you like!
- Add an Assistant (if you haven't already) who can then assist with making those all-important requests on your behalf.
- **Should we not be able to fill your Hosted meetings, and you have not made the recommended number of requests, you will not be eligible for a refund.**

Hosted Retailers & Consumer Brands - this bit is for you...

- You must be available for all 16 Meetup timeslots.

Opt-ins & Confirm Availability Stage: June 1 - June 3

(this should only take up to 20 minutes)

Here's where you find out who wants to meet you!

- During this stage you will see all of the people that requested to meet with you and opt in to their requests.
- You opt in to these incoming requests by simply marking them as "Relevant" or "Super Relevant".
- If someone requested you and you requested them in the previous stage then you won't need to opt-in to that meeting here - you're already a match!
- We can only schedule meetings if both people agree, so opting into all of the meetings you are interested in is extremely important. If you don't opt in, that meeting will definitely not happen!
- This is your final chance to change your availability for Meetup - you may be scheduled for meetings for any time slot that is not blocked.
- The deadline to complete all of your opt-ins and confirm your availability is **6pm CEST, Wednesday 3 June**

Meeting Reqs - this bit is for you...

- Opting into a request you receive from a Hosted Retailer & Consumer Brand will become a Hosted meeting if it is scheduled.
- Please note that not all opt-ins will become scheduled meetings. Your scheduled meetings depend on the prioritisation and availability during the pre-scheduling process.

Hosted Retailers & Consumer Brands - this bit is for you...

- Hosted Retailers and Brands should **opt into requests from a minimum of 24 different organisations**. Please opt into as many more than this as you like - remember the maximum number of Hosted meetings we will schedule for you is 8.
- **Not opting in to the required number of requests may impact your eligibility for full travel reimbursement.**
- You must be available for all 16 Meetup timeslots.

Accept Tabletalks - 4 June - 5 June

(this should take less than 5 minutes)

Retailers & Consumer Brands - this bit is for you...

- If you have been scheduled for a Tabletalks session/s, you must accept it at this time in the platform.

View Schedule - 4 June

You can view your schedule on the Meetup platform, as well as in the mobile app. You can download the mobile app a couple of weeks before the show [here](#).

Meetup Times

Tue 9 June - 1:45pm - 2:55pm (CEST): 4x 15-minute timeslots (3-minute intervals between each meeting)

Wed 10 June - 10:45am - 11:55am (CEST): 4x 15-minute timeslots

Wed 10 June - 2:55pm - 4:05pm (CEST): 4x 15-minute timeslots

Thu 11 June - 11:55am - 1:05pm (CEST): 4x 15-minute timeslots

Overview of all Meetup Stages

1. Sponsors must assign Sponsor Admin and register your tickets (deadline Fri 1 May)
2. Complete your Profile and Sponsors to assign Meeting Reps (Tues 5 May - Fri 15 May)
3. Select Tabletalks* you are interested in (Tues 5 May - Fri 29 May)
4. Request Meetings (Mon 18 May - Fri 29 May)
5. Opt-in to Incoming Requests (Mon 1 June - Wed 3 June)
6. Accept your Scheduled Tabletalks* (Thu 4 June - Fri 5 June)
7. Download the Shoptalk Europe 2026 App & View your Meetup Schedule (Thu 4 June - Fri 5 June)
8. Attend Shoptalk Europe! (Tue 9 June - Thu 11 June)
9. Provide Feedback (Fri 12 June onwards)

*Retailers & Consumer Brands only

The Meetup program participant list is provided to you for the sole purpose of enabling your participation in the Meetup program at Shoptalk Spring and shall not be used for any other purpose. It is the proprietary property of Shoptalk Spring and must not be shared or distributed to any third parties without the express written consent of Shoptalk Spring. You may not solicit Meetup participants — whether or not you are scheduled to meet them — outside the express rules and guidelines of the Meetup program. Violating these Meetup terms or other terms of attendance or participation may result in removal from the event and exclusion from future initiatives. Please note that a Meetup participant agreeing to meet with you during the Meetup does not imply consent to engage with you outside of the event.