

**WEDNESDAY 10TH  
& THURSDAY 11TH  
FEBRUARY 2021**

**ANGERS - FRANCE  
EXHIBITION  
CENTRE**



**35<sup>TH</sup> EDITION**

**THE EVENT  
SHOWCASING PLANTS  
AND THEIR USES**

An event by  **DESTINATION  
angers**



**[www.salonduvegetal.com](http://www.salonduvegetal.com)**

Salon du Végétal - a brand of **BHR**

Votre expertise végétale

# THE EVENT FOR SOURCING, INSPIRATION AND INNOVATION ●

THAT SHOWCASES PLANTS AND ALL THEIR USES IN THE ENVIRONMENT, LIFESTYLE, GARDENING, FLORISTRY, HEALTH, WELLBEING, COSMETICS, FOOD...

## A FULL AND INNOVATIVE OFFERING IN ALL THE MAJOR SECTORS:

- PLANTS (upstream and end products)
- EQUIPMENT, MATERIALS & INPUTS (for the arrangement, sale and showcasing of plants)
- SERVICES AND SECTORS ORGANISMS

NEW

## PAMP OPENING

Do you offer Perfume, Aromatic and Medicinal Plants for sale or plant extraction? Join this new stream!



## ANGERS, HORTICULTURE CAPITAL

THE FAIR IS GETTING BACK TO ITS ROOTS: ANGERS IS A HISTORICAL BIRTHPLACE OF FRENCH HORTICULTURE AND THE TOP GREEN CITY IN THE COUNTRY\*

2<sup>ND</sup>

place nationally the department is ranked second place in the horticulture and nursery sector

5,000

jobs in horticulture and nursery production companies

2,500

students in total at France's number one horticulture training centre

450

experts (researchers, engineers and technicians) involved in horticulture

ANGERS IS THE SEAT OF :

VEGEPOLYS VALLEY, an internationally-oriented competitiveness cluster  
PLANTE ET CITÉ, a national technical centre focusing on landscaping and green spaces  
OCVV, Community Plant Variety Office

### THE PLACE FOR HORTICULTURAL EVENTS

(Sival, Salon des Vins de Loire, Greensys, etc.) and the IHC - International Horticultural Congress (3,500 participants expected in 2022).

\*2020 ranking by the Observatoire des Villes Vertes (UNEP and HORTIS 2020)

## A DIGITAL GUIDANCE BEFORE AND AFTER THE EVENT

With an online indexing platform for exhibitors and sector-related content

A BRAND NEW PARTICIPATION PACKAGE, ACCESSIBLE TO AS MANY AS POSSIBLE

## THEMED TOURS THAT SHOWCASE PLANTS PURPOSES

### CONFERENCES

Consumption modes, purchasing behaviours, new purposes, distribution modes, key data, employment in the industry...

### VIP VISITORS FEATURE BUYERS AND INFLUENCERS

### THE GREEN PARTY

A moment of sharing between exhibitors and visitors

### BUSINESS MEETINGS

You want to hold a business event or a business meeting ? Contact us !

# THE PIXEL GARDEN, THE VEGETAL HEART OF THE SALON

A SPACE OF SOURCING AND INSPIRATION WHERE LATEST ISSUES AND VEGETAL EXPERIMENTATIONS ARE GATHERED.

A strategic place to introduce a new variety, a new range or a flagship product, highlight a use, a technical specificity or present original associations.

## THE INNOVATION CONTEST INNOVERT WITH ITS OWN DEDICATED WEBSITE

This showcase of innovation in the vegetal industry is divided into 4 categories :

- Horticulture
- Tree nursery
- Products and services for the use and showcasing of plants
- Green areas, urban planning

In collaboration with  Val'hor  
Les professionnels au végétal

## THE START UP POLE

Dedicated to young businesses offering innovative ideas for the vegetal of tomorrow

## THE FORMATION AND EMPLOYMENT POLE

For all the vegetal chain (production, sale, distribution, landscaping, floristry)

In collaboration with

 apecita  
l'emploi agri agro

 AGRICULTURES & TERRITOIRES  
CHAMBRES D'AGRICULTURE

 ARFHO



## PARTICIPATION PACKAGES

### THE GREEN PACK

**875 €**  
EX. VAT

A unique and attractive participation package, suitable for all budgets !

1 area of 9sqm, partially partitioned, carpeted, equipped with a sign and an electric meter for 2 exhibitors (2kW)

### THE YOUNG PLANT GREEN PACK

**437 €**  
EX. VAT

Valid for startups (less than 18 month of activity), young businesses of the sector (less than 5 years of activity) and training organizations.

1 area of 4sqm, partially partitioned, carpeted, equipped with a sign and an electric meter for 2 exhibitors (2kW)

### GROUP/ PRODUCTION PACKAGE

Valid for producers groups (french et foreign) and professional unions. Minimum of 6 structures.

**Quotation on request**



# A HIGH PROFILE, WELL CONNECTED TRADE FAIR



Almost  
**50**  
newsletters

2 emailing campaigns  
**30,000**  
recipients

attended by  
**60**  
journalists\*

**160**  
media hits\*

\*2019 figures

AN INTERNET AND PRINT MEDIA CAMPAIGN IN FRANCE AND EUROPE,  
A SOCIAL MEDIA PRESENCE, FAIR TOURS FOR INFLUENCERS...

## A TRADE FAIR ORGANISED FOR AND WITH PROFESSIONALS,

CHAIRIED BY THIERRY BROWAEYS, PRESIDENT OF  
THE BUREAU HORTICOLE RÉGIONAL, IN CLOSE  
COLLABORATION WITH VAL'HOR, VEGEPOLYS  
VALLEY AND HORTICULTURE INDUSTRY BODIES.



## YOUR CONTACTS



**Anne BOUSSION**  
Destination Angers  
Head of Trade & Proprietary Events  
+33 (0)2 41 93 40 40



**Élodie HURBIN**  
Project Manager  
elodie.hurbin@destination-angers.com  
+33 (0)2 41 93 40 37



**François BIZARD**  
Sales Representative  
francois.bizard@destination-angers.com  
+33 (0)2 41 93 40 41



**Yves DÉRÉDEC**  
Sales Representative  
yves.deredec@destination-angers.com  
+33 (0)2 41 93 40 46



**Valérie RAYER**  
Sales Assistant  
valerie.rayer@destination-angers.com  
+33 (0)2 41 93 40 53

**10TH & 11TH  
FEBRUARY 2021**

EXHIBITION CENTRE • ANGERS  
Route de Paris • 49000 Angers

**REGISTER NOW!**

JOIN OUR COMMUNITY



An event by



[www.salonduvegetal.com](http://www.salonduvegetal.com)

Salon du Végétal - a brand of

