



Innovation contest INNOVERT®

innovert
LE SALON DU
VÉGÉTAL

**85 % of visitors come to the tradeshow to
discover novelties !**

10th & 11 FEBRUARY 2021

You have novelties to promote, participate in the Innovert® contest !

It rewards the major novelties and innovations in the vegetal sector.

Prizes will be awarded in 4 categories :

- **Category A - Novelty in Horticulture**
Cut flower, indoor plant, bedding plant, blooming plant, aromatic plant, vegetable garden, bulb, seed, perennial plant
- **Category B – Novelty in Tree Nursery**
Tree, bush, climbing plant, perennial plant
- **Category C : Products and services for the use and showcasing of plants**
Products & services for the use and commercialization of vegetals : supplies and materials, marketing support, packaging, digital...
- **Category D – Green area / Urban planning**
Products or services (beside plants) : outdoor planning, materials & surface covering, equipments and materials, services, maintenance products and treatments.

Participate in the contest is,

- Promoting your company and its dynamism

Being selected in the contest is,

- Beneficiating from an important promotion before, during and after the tradeshow, thanks to the communication made by the Salon du Végétal and to the press coverage in France and abroad.
- Enjoy a display online all year long on the website www.salonduvegetal.com

The perfect occasion to draw attention on your products and your brand !

The ++ benefit

Being awarded a prize can become a real commercial asset for you to bring forward with you clients and prospects (buyers, landscapers, department manager, cities green areas managers...) and therefore develop your company and business.

Rate:

- Application fee : 40 euros excl. VAT
- If your application is selected, participation fee : 120 euros excl. VAT

The contest



- **26th October 2020:** registrations opening on the website www.concours-innovert.com
- **3rd December 2020:** registrations closing
- **Mid-december:** selection comitee
- **End of January:** jury and release of the laureates
- **Award ceremony during the February 2021 tradeshow**

A jury of experts and professionals of the vegetal branch will select for each category the best innovation, and the award ceremony will be held during the Salon du Végétal at the Exhibition Centre of Angers. It will be anchored by Isabelle Morand, president of the Innovert jury, « Garden » chronicler at FRANCE INFO and Redaction director of the specilized website Hortusfocus.fr.

YOUR CONTACTS

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An event by



www.salonduvegetal.com

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