



# THE PIXEL GARDEN

## A SHOWCASE FOR UPSTREAM PLANTS

### WHO IS IT FOR ?

The Pixel Garden is an exhibition space dedicated entirely to breeders and producers of seeds and seedlings exhibiting at the show.

### WHY ?

For exhibitors, it is an opportunity to introduce your new varieties in the form of seedlings and finished plants to industry professionals.

For visitors, it is a space for sourcing and inspiration.

### HOW DOES IT WORK ?

You can promote your range of varieties in the form of planters.

Your 2022 registration fees include the **opportunity to exhibit three planters free of charge**. Each additional planter costs €35 excl. VAT (10 units maximum).

Each planter must be provided by you in the following dimensions: L80cm - W40cm - H40cm

Each planter must be provided with its own pre-affixed sign.

### Information to be provided on each planter (in this order):

- product name,
- short description highlighting the technical specificity or use for your product,
- your business name,
- your stand number.

**A great opportunity for your sales team to have a presence in the Pixel Garden in order to interact with and speak to visitors.**

## YOUR CONTACTS

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An event by

