

**13TH, 14TH, 15TH
SEPTEMBER
2022**

**ANGERS
EXHIBITION
CENTER**



Sponsored by



www.salonduvegetal.com

THE NEW ERA EXHIBITION A COMPLETE IMMERSION IN THE PLANT WORLD

Plants make a key contribution to the planet, play a positive role in cities and rural areas, and nourish and support humankind's wellbeing, which is why they are at the heart of the Salon du Végétal exhibition.

Leading event of value and promotion of the vegetal market in France and abroad, the Salon du Végétal New era invites the whole industry to Angers for three days of events dedicated entirely to vegetal products. Now open to both trade and non-trade visitors, the exhibition's new formula is also an exciting opportunity for all plant enthusiasts.

A HYBRID EXHIBITION



**FACE-TO-FACE
& ONLINE**



**EDUCATIONAL
& IMMERSIVE**



B2B & B2C



**EVENTS ON
& OFF-SITE**

THE SALON DU VÉGÉTAL IS

MARKET-ORIENTED

EXHIBITION STAND*

The BtoB gallery

*The BtoB & BtoC
gallery*

ACCESSIBLE AND OPEN

Free entry for BtoB

*Paid or free entry
for BtoC guests*

INSPIRING

*The Pixel Garden and
its varietal innovations*

The Pitch Greenhouse

*The Fleurs de France
Label tour*

*At the heart of professions
and training*

The Innovert competition

*A full programme
of conferences*

AN EXHIBITION WITH A MISSION

THE PLANT COURTYARD

*The marketplace for plant
products and garden scenes.*

FEDERATING

A PROFESSIONAL AFTERWORK EVENT

*A producer collections market,
educational workshops,
a company conference,
influencer signing sessions...*

**package prices page 6*



WHICH COMPANIES PROMOTE THEIR ACTIVITY DURING THE SHOW ?

Industry players occupying stands and exhibition spaces



WHO CAN GET INTERESTED BY THE EVENT ?

The exhibition brings together everyone who sells, uses, procures and consumes plants.

PRIVATE PLAYERS

Designers, landscapers, town planners, developers, planners...

LOCAL & PUBLIC AUTHORITIES

Decision-makers, operators, project leaders

DISTRIBUTION

Specialist distribution, large retail, large food retail, large DIY retail, e-commerce, floristry, direct sales

ENTHUSIASTS

Informed plant-buyers, gardeners' associations, influencers

INDUSTRY

Buyers of plant materials

REASONS TO TAKE PART IN THE EXHIBITION

- Be a part of the only event that brings together the entire plant community, trade and enthusiasts alike.
- Make new contacts during and after the show.
- Maintain and develop your relationships with new and existing clients.
- Develop you image and reputation, promote your brand and positioning among influencers and enthusiasts.
- Stay up to date with the entire industry's trends, learn, be inspired and develop partnerships.
- Promote and strengthen industry knowledge.
- Promote your CSR policy for a more vegetal and sustainable future.

A FUTURE-ORIENTED AND TARGETED CONTENT

THE PLANT COURTYARD

FEATURING TWO SECTIONS

- **A MARKETPLACE** built from exhibitor products and specially designed staging
 - To promote our exhibitors' plants
 - To explain and identify their uses
- **GARDEN SCENES** produced by partner makers or sponsors
 - To demonstrate the industry's expertise
 - To inspire best practices
 - To inspire vocations

BASED ON TWO LEADING THEMES

Plants' roles in territory and their advantages

Plants as a response to climate change and as a promoter of biodiversity and the environment

Plants' roles in society and as a source of wellbeing

Decorative, nourishing and therapeutic



AS WELL AS...

THE PIXEL GARDEN

A strategic location for presenting upstream plants (seeds, accessions, seedlings) in the form of planters: their products, solutions and technology

THE PITCH GREENHOUSE

An opportunity for professionals to pitch their solutions

AT THE HEART OF EMPLOYMENT AND TRAINING

For the entire plant industry (production, sale, distribution, landscaping, floristry)

With contributions from:



THE SEEDLING ZONE

Where young businesses can present their products, solutions and technology

THE FLEURS DE FRANCE LABEL TOUR

An educational tour through the Fleurs de France Label's products

THE INNOVERT COMPETITION

Recognizing the industry's best innovations in four categories:

- Horticulture
- Nurseries
- Products, equipment & services for the use and promotion of plants
- Landscaping products, equipment & services



A PROFESSIONNAL TRADE SHOW OPEN TO THE SOCIETY

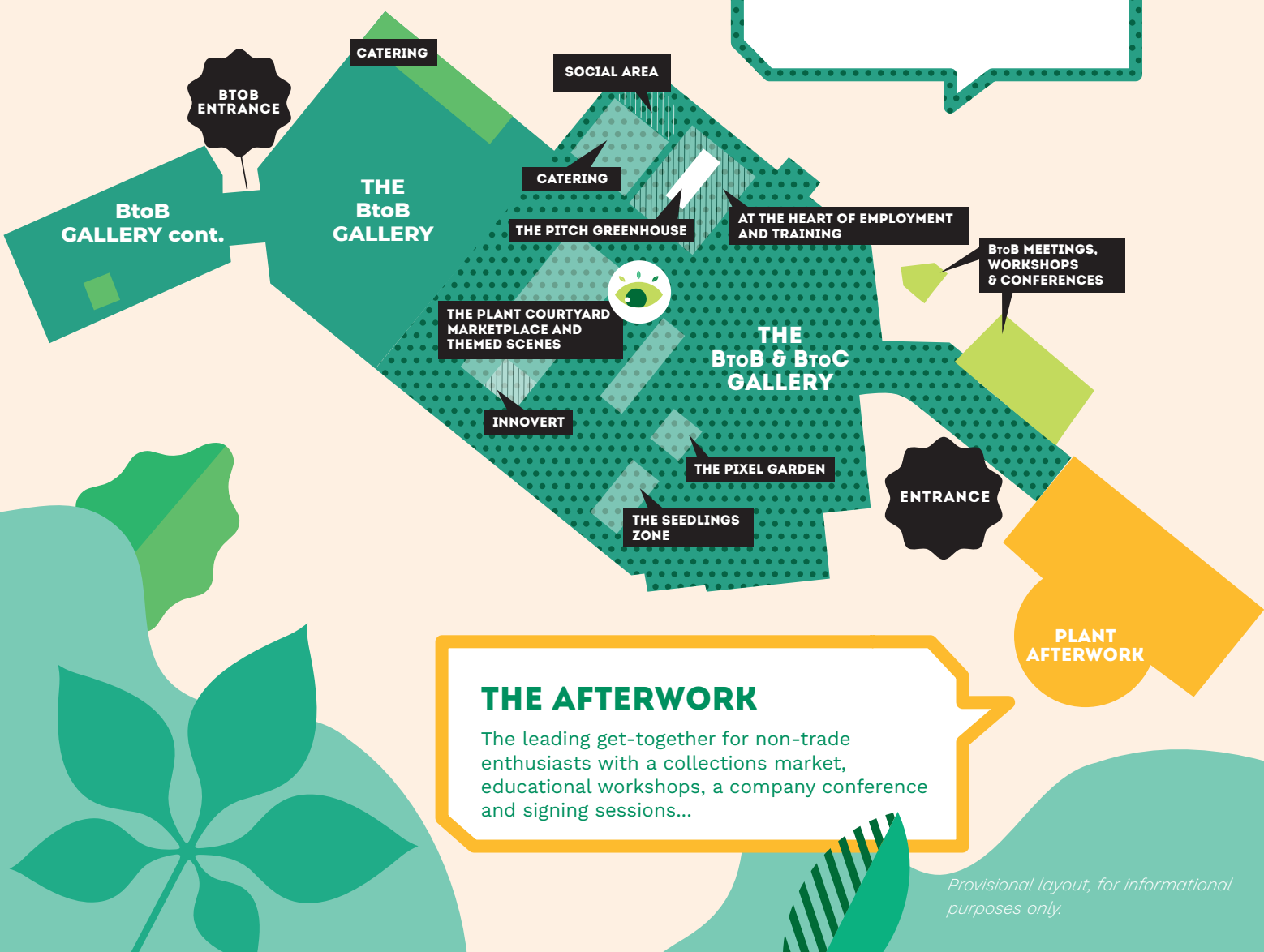
Choose between a mixed or trade-only zone based on your positioning and commercial objectives. Trade visitors and exhibitors have access to the entire exhibition.

TRADE-ONLY ZONE

- An exhibition area reserved exclusively for trade.
- Closes on Thursday at 5 pm.

MIXED ZONE

- An exhibition space for professionals that is also open to non-trade plant enthusiasts.
- Home to the Plant Courtyard, Pixel Garden and conference spaces...
- Also open during the afterwork event on Thursday, 15th, from 4 – 8 pm



Provisional layout, for informational purposes only.

EXHIBITOR PACKAGES

PACKAGES FOR EVERY BUDGET



THE CLASSICS
Equipped stand from 9 m² **€ 1380** EXCL. VAT
Basic stand from 18 m² **€ 2100** EXCL. VAT



THE GREEN PACK OFFER
9 m² turnkey from
€ 1680 EXCL. VAT



THE MINI OFFER*
4 m² and 6 m² equipped from
€ 600 EXCL. VAT

** package for start-ups and training bodies*

FULLY CONNECTED WITH EXCELLENT MEDIA COVERAGE

- Press articles
- Social media

- Newsletters
- Email campaigns

- Press relations
- Press partners

AN APPLICATION TO AMPLIFY THE USER EXPERIENCE

- Exhibitor directory and product promotions
- Marketplace
- Live streams and replays

- BtoB RDV – BtoB networking
- A programme of conferences, forums and workshops

- Innovert competition winners
- Job offer tools

EXHIBITION HOURS

**TUESDAY 13TH AND WEDNESDAY 14TH:
9 AM TO 6 PM**

**THURSDAY: 9 AM TO 5 PM
+ AFTERWORK 4 PM TO 8 PM**

CONTACT

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THE VEGETAL IN 2022, A KEY THREAD IN ANGERS

Angers' concentrated presence of every part of the industry (training, production, research, innovation, etc.) and its exceptional setting make the city a leading location for the field. With the International Horticultural Congress also being held in August, the year 2022 promises to be an exciting opportunity for promoting our expertise and special characteristics as well as our region's plant-based assets.

The three major trade events to be held in 2022:

- > The SIVAL, from 15th to 17th March 2022 at the Angers Exhibition Centre
- > The International Horticultural Congress, from 14th to 20th August 2022
- > The Salon du Végétal, from 13th to 15th September 2022 at the Angers Exhibition Centre