

10, 11, 12
SEPTEMBER
2024

ANGERS
EXHIBITION
CENTRE



LE SALON DU VÉGÉTAL

LET'S BUILD THE ESSENTIAL

INSPIRING • ENVIRONMENT-FOCUSED
MILITANT • INNOVATIVE
COMMERCIAL • UNIFYING

An event



With
the support of:



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angers Loire métropole
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anjou



VALHOR
TOUTES LES FORCES DU VÉGÉTAL

WWW.SALONDUVEGETAL.COM

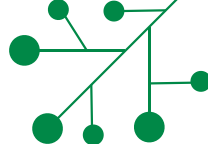
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#SALONDUVÉGÉTAL24



LE SALON DU VÉGÉTAL: A REFERENCE EVENT IN FRANCE AND ABROAD PROMOTING PLANTS AND THEIR MANY USES



A highly conducive event for discussing trends, linking supply and demand and proposing solutions for distributing, marketing, developing, promoting and prescribing plants.

A show organised by Destination Angers in close collaboration with VERDIR, the BHR, VALHOR and all the sector's professional bodies.



«Plants are an obvious solution!»

“AT a time when the environment has become a major public focal point and political will is being expressed in the roll-out of green planning, plants are an obvious solution!”

Le Salon du Végétal represents a real occasion to highlight a company's qualities and opportunities.

As producers of these vital plants, each and every one of us needs to contribute to this crucial movement, which will lead our businesses and products to the solutions of the future.

This Salon du Végétal has been largely reorganised to factor in these parameters and be a place where all the people concerned can meet up – interested parties and those looking for solutions alike.

A show on a human scale with a European dimension, because we need to spread the word about plants beyond our borders. It's a cause that involves everyone!”

MARIE LEVAUX
PRESIDENT OF VERDIR



SATISFIED EXHIBITORS*

253 exhibitors
(including **15%** from outside France) satisfied with their showcase at the 2022 Salon du Végétal.

94% of exhibitors satisfied with the comfortable exhibition conditions and **84%** the general layout (stand/sector allocation).

96% of exhibitors achieved their goal of boosting their reputations,

90% of getting new products better known,

83% of dealing with new partners and

80% of doing business.



DELIGHTED VISITORS*

In 2022, over **8,000** visitors

3% of foreigners representing

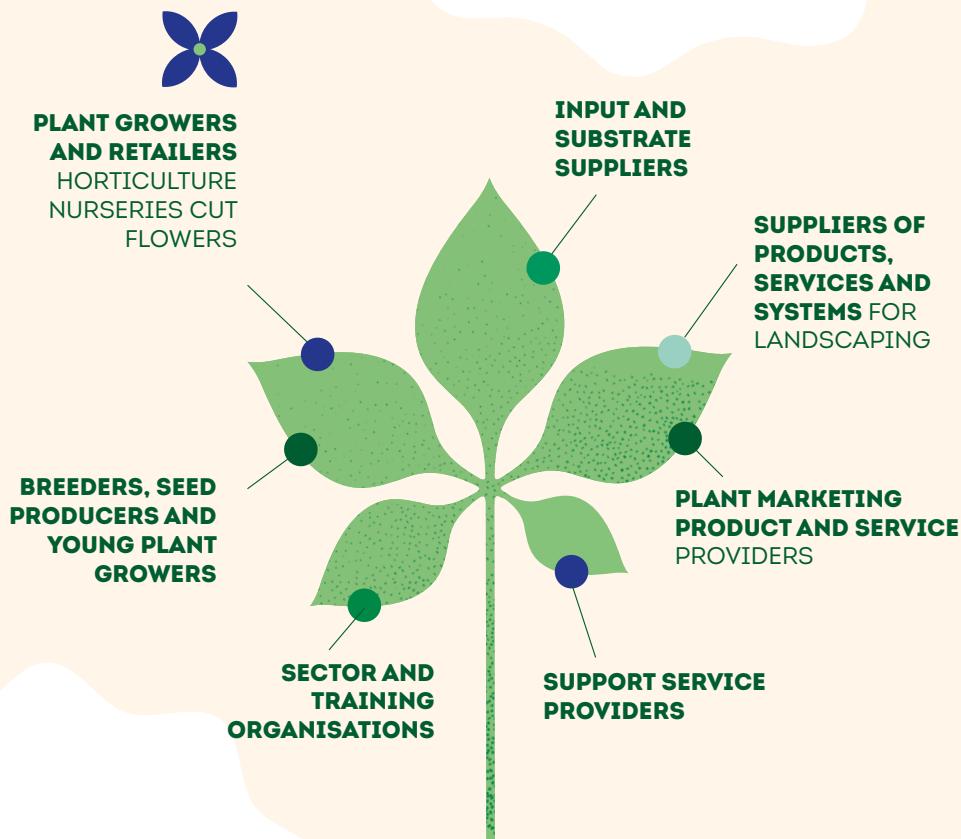
26 nationalities, including a delegation of foreign buyers with targeted profiles

73% OF VISITORS FOUND THE PRODUCTS AND SOLUTIONS THEY WERE LOOKING FOR

OVERALL VISITOR SATISFACTION SCORE FOR THE 2022 EDITION:

7.4/10

WHO ARE THE EXHIBITORS?

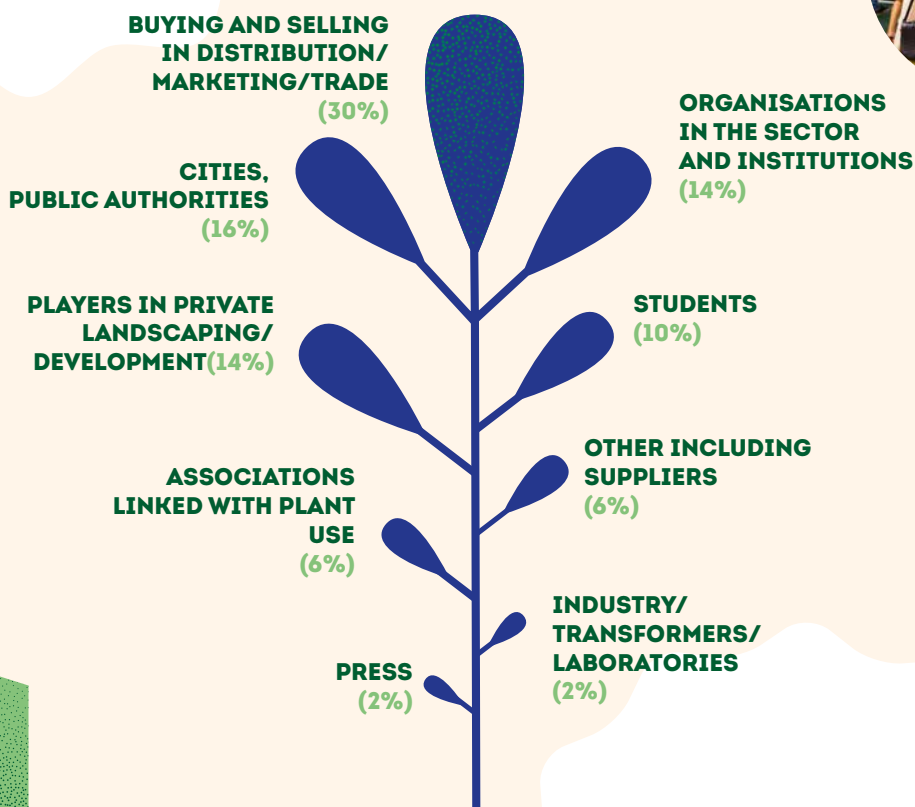


START-UP AREA

Through this dedicated space, the Salon du Végétal offers support to young companies under 3 years old, and a unique opportunity to develop their business.

A WIDE VARIETY OF HIGH-QUALITY VISITORS

A show that attracts and brings together those who sell, develop, use, prescribe, take an interest in and study plants.



THE MAIN REASONS FOR VISITING THE SHOW*

65% TO DISCOVER NEW PRODUCTS

63% TO MEET SUPPLIERS

42% TO KEEP UP WITH NEW PRODUCTION TECHNIQUES

40% TO BUY OR GET INFORMATION IN VIEW OF BUYING



PARTICIPATION OPTIONS

CLASSIC PACKAGES

Equipped stand, starting from 9 m²

€1,527 excl. VAT

Bare stand starting from 18 m²

€2,346 excl. VAT

GREEN PACK OFFER

9 m² turnkey solution, from

€1,887 excl. VAT

MINI OFFER*

4m² and 6m² equipped stands from

€565 excl. VAT

Tailor-made offers possible - contact us

**Solely for training establishments, associations, employment players, new companies (under 3 years) and new producers (under 4 years).*

A HIGH-PROFILE, CONNECTED SHOW



AN AMBITIOUS PRINT AND DIGITAL MEDIA PLAN

100,000

VISITORS INFORMED THROUGH OUR NEWSLETTER CAMPAIGNS

20,000

LETTERS SENT TO POTENTIAL VISITORS TO THE SHOW

PRESS COVERAGE

359 ARTICLES AND 114 TITLES IN THE NATIONAL, REGIONAL, TRADE AND NON-SPECIALIST PRESS IN 2022

A STRONG PRESENCE IN THE SOCIAL MEDIA

3,330 SUBSCRIBERS ON FACEBOOK / **5,000** SUBSCRIBERS ON LINKEDIN / **1,780** ON INSTAGRAM



DATES AND OPENING TIMES

TUESDAY 10 AND WEDNESDAY 11 SEPT.:
9.00 AM TO 6.00 PM

Thursday 12 Sept.:
9.00 AM TO 5.00 PM

CONTACT PEOPLE

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ANGERS SUPERNATURE EXPLORE, GROW, RELISH AND EXPERIENCE THE PLANTS OF THE FUTURE

A sector of excellence rooted in the reference territory, Anjou's plant industry is embodied in:

- The concentrated presence of players: companies, higher education and research establishments, networks and institutions
- An ecosystem focused on innovation: synergies fostered by the "Campus du végétal" (Plant Campus)
- A key destination for professionals (SIVAL, Salon du Végétal) and the general public (Terra Botanica)
- An exceptional living environment: Angers named as France's first green city in 2014



Destination Angers, certified ISO20121, is committed to a continuous improvement approach as regards the eco-responsibility of its events. Find info on our commitments on destination-angers.com
#destinationangers #SalonduVégétal24 #CSR #ISO20121 #meetinangers

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FOCUS ON THE 2024 EDITION

A SHOW THAT HIGHLIGHTS INNOVATION WITH THE INNOVERT® COMPETITION

The Innovert competition rewards innovations in 4 categories:

- Varietal innovation (horticulture and nurseries)
- Commercial innovation for plants: plant sale marketing concepts.
- Products & services for marketing and/or the uses of plants,
- Products, services and systems for landscaping.

THIS YEAR, THE SPOTLIGHT IS ON DIGITAL INNOVATIONS THAT SERVE THE SECTOR!

WWW.CONCOURS-INNOVERT.COM

OFFICIAL PARTNER **VALHOR**
TOUTES LES FORCES DU VÉGÉTAL

A SHOW THAT BRINGS
A COMMUNITY AND PLANT
SECTORS TOGETHER BOTH
UPSTREAM AND DOWNSTREAM

WITH A DEDICATED CONTENT CYCLE

- TALKS, FORUMS,
DEMONSTRATIONS, THEMED
CIRCUITS

With **over 60 presentations, 100 experts/speakers and 2,000 participants in 2022**, the Salon du Végétal is undeniably positioned as a solution provider.

- **EVENTS STAGED
BY PROFESSIONAL BODIES**

Award ceremony, Annual General Meeting, Conference, Competition, Meeting, Feedback, Site Visits

A SHOW LOOKING TO THE FUTURE WITH THE JOBS & CAREERS AREA

This space brings together all the stakeholders in employment: training and support organisations, recruitment players, recruiters, applicants, etc...

Job offers/Meetings/Workshops

IN COLLABORATION WITH

VALHOR
TOUTES LES FORCES DU VÉGÉTAL

apécita
emploi agri agro

**Plante
& Cité**
regroupement de structures de villes

Excellence
Végétale

**VEGEPOLYS
VALLEY**
ÉCOLE SUPÉRIEURE D'AGRICULTURE

ASTREDHOR
VÉGÉTAL - EXPERTISE - INNOVATION

**AND ALL THE MEMBERS
OF THE CONTRIBUTION COMMITTEE**

WITH A WEB AND MOBILE APP COMMON TO THE PRO VEGETAL CONNECT DAY

- An additional showcase for your products.
With spotlights on products in the Cœur Végétal and innovations featured in the Innovert competition
- Enhanced visibility for your company with a multi-criteria searchable exhibitor directory
- The opportunity to set up meetings with pros
- A distribution medium for your job offers (over 60 offers published in 2022)
- A tool for collecting visitor contact details to simplify follow-ups after the show



A NEW LOOK CŒUR VÉGÉTAL!

The informative, interactive and militant Cœur Végétal, set up by a whole group of players, aims to demonstrate the sector's know-how and the positive contributions of plants, particularly through the marketplace and garden scenes.



Based on two major themes:

PLANTS SERVING TERRITORIES, WITH ALL THEIR POSITIVE FEATURES



Plants as a solution to climate change, favourable to biodiversity and the environment.



PLANTS SERVING PEOPLE, AS A SOURCE OF WELL-BEING

Ornamental, nourishing, therapeutic and transformed plants.



The marketplace offers all plant-producing exhibitors the chance to display 1 to 3 products free of charge in this beautifully staged area at the very heart of the show.