

## GreenTech, Amsterdam

### Tuesday 11 to Thursday 13 June 2024

#### The global meeting place for all professionals involved in the business of horticulture

GreenTech is the international horticultural exhibition where industry professionals from all over the world come together to connect, network, share knowledge and do business. GreenTech Amsterdam, offers visitors a complete overview of the products and services of the world's leading companies and innovators.

The last edition attracted 11,500 visitors along with 540 exhibitors from over 128 countries. Visitors to the next edition will see **AI & Robotics, R&D knowledge & Services, Propagation & Breeding, Supplies, Protection, Fertilisers & Substrates, Vertical Farming, Glasshouse Equipment, Climate and Internal Technology, Horticultural Supplies, Machines & Equipment, Logistics, Medicinal Cannabis and Glasshouse Construction**. An extensive educational seminar programme runs parallel with the show.

GreenTech offers an exciting opportunity for both new and experienced British exporters to present their latest product developments, services and innovations to global growers and breeders, with the event providing everything they need to grow and to optimise production in vegetable, floriculture, glass and open field horticulture.

#### The Commercial Horticultural Association (CHA) is organising the British group participation / British pavilions at the show and is able to offer the package below to British firms:

- A prime location for the British pavilion. The minimum stand is 9m<sup>2</sup>, 12m<sup>2</sup> on a corner, and all stands are a minimum of 3m deep, but firms may request stand size of choice above this; we accommodate requirements on a best endeavour basis. **Space is limited; book quickly to secure!**

- A comprehensive pavilion and stand package designed so that you can just turn up and display products. Package includes walls, carpet, lighting, electrical connection and a Euro power point, fascia with name and British branding, lockable counter with logo and British branding, table, four chairs and stand cleaning. Additional table / chairs / shelves and other display aids can be ordered via the CHA appointed stand contractor  
*For cost factors see page 2*

- A preview sent to wholesalers, growers, international trade contacts and the key European trade media. Copies also distributed to trade visitors from the CHA stand at the show

- Help with freight, travel and accommodation and other logistics from CHA's dedicated event organisers

- Advice and information about how to prepare for and how to maximise your presence at the show

- The presence during the show of the experienced CHA team to promote and support exhibitors

- Press releases publicising goods and services of the British group participants

- Exhibitors will be listed on a new DBT Agritech UK portal, which is used by embassies, 45 overseas DBT offices and buyers worldwide

- Preferential admin fee for CHA members



## COST FACTORS

The table below shows costs and examples in a variety of stand sizes. Other stand sizes are available. VAT applies to all cost factors.

	9m <sup>2</sup>	12m <sup>2</sup>	15m <sup>2</sup>
CHA stand package @ £365 per m <sup>2</sup>	£3,285	£4,380	£5,475
Plus organisers' mandatory registration fee	£495	£495	£495
<b>Sub total</b>	<b>£3,780</b>	<b>£4,875</b>	<b>£5,970</b>
Corner supplement if feasible	£250	£250	£250
Plus CHA administration fee, mandatory to all British group exhibitors and payable on application. CHA member discount £190+VAT	<b>CHA Member (+VAT)</b> £500 (£600)	<b>Non Member (+VAT)</b> £690 (£828)	

The fee includes support as outlined on page one and is designed to simplify the process of exhibiting, help you prepare for and make the most of the show, promote the British group presence and to make your exhibiting experience as smooth and trouble-free as possible

Other factors	Ballpark budget	Information
Travel, accommodation and subsistence; <i>the latter being entirely subject to your budget</i>	Out Monday 10 June, back Friday 14 June, gives you an afternoon to dress your stand (4 nights)  A budget of around £850 per person would secure flights and a chain hotel at the time of writing	Direct flights to Amsterdam are available from several UK airports including Birmingham, Manchester and London. Costs vary but, at the time of writing, a budget airline costs around £140  Hotel prices vary greatly; you can stay in Amsterdam for around £140 per night or less but, for a chain hotel at the time of the show, your budget would need to stretch to upwards of around £175 - £225 per night  As options and budgets are so varied, CHA expects that exhibitors prefer to make their own arrangements
Interpreters	Roughly around £165 - £250+ per day	Linguistic capability amongst your team is non-essential and the Dutch do tend on the whole to speak good English
Getting your display / goods to the show	Individual quotations according to requirements	Some exhibitors might consider driving goods to Amsterdam which is a relatively easy option as full access to the halls is available during set-up and break-down (please note that this can be subject to restricted times and fees)  As an alternative, details of suggested specialist exhibition freight forwarders will be provided to exhibitors so that specific quotations can be sought

## NOTES

- See Terms & Conditions via the link on our application form
- Costs based on exchange rate of £1 = €1.11 which may alter. CHA reserves the right to adjust rates and invoice accordingly if there is movement in £ / € exchange rate
- All costs must be paid upfront
- Minimum stand area of 3m x 3m applies. Corner and end stands available on a first come, first served basis, are charged at £250+VAT per corner and must be a minimum of 12m<sup>2</sup>

## TO RESERVE YOUR STAND:

1. Complete the CHA GreenTech Booking Form
2. Submit the form and payment of the CHA administration fee to CHA asap

**Questions? Call Emma Brazier**

**☎ +44 (0)7778 313623**  
**e: [emma@cha-hort.com](mailto:emma@cha-hort.com)**