

IPM Essen, Germany Tuesday 23 to Friday 26 January 2024

IPM Essen is the **international trade fair for plants and the world's leading trade fair for horticulture**. It is the only specialist trade fair of its kind to cover the entire value chain of plants, including production, technology, floristry, garden features and point of sale.

No other plant fair offers trade visitors such a comprehensive market overview and so many multifaceted novelties. **1,330 exhibitors from 46 nations** and over **40,000 visitors** from all over the world attended the 2023 edition of the show with around **33% were international**.

IPM Essen is THE must attend exhibition if you are looking to sell into the world's plant sector.

The Commercial Horticultural Association (CHA) is organising the British group participation / British pavilion at the show and is able to offer a comprehensive British themed pavilion and stand package, designed so that you can just turn up and display products. the package below is available to British firms:

- White walls
- Green carpet
- Lighting
- Lockable counter
- Electrical Euro power point socket & consumption
- Fascia with name & Great branding
- Daily stand cleaning

Stand extras such as table / chairs / graphics and other display aids available for ordered via the CHA

• CHA stand package includes the compulsory media package fee

• Preferential CHA administration fee for CHA members

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

• A prime location for the British pavilion in the centre of the Nursery / Plants sector.



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

• The support at the show of an industry information stand & refreshments, organised by CHA and manned by its experienced team

• Wide reaching series of press releases publicising goods and services of the British group participants

• A preview sent out to nurseries, growers, international trade contacts and the key German trade media plus selected garden and mail order retailers in Germany. Copies are also distributed to trade visitors from the CHA information stand at the show

• Press and PR publicising goods and services of the British group participants including on the new international web portal linked to embassies worldwide and 45 DBT overseas offices



COST FACTORS

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

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CHA stand package @ £409 per m ²	£4,908	£6,544	£8,108
Corner supplement if feasible	£250	£250	£250
Plus, CHA Exhibitor Support Package Fee, mandatory to all British group exhibitors and payable on application. CHA member's discount £190+VAT	CHA Member (+VAT)	Non Member (+VAT)	
	£500 (£600)	£690 (£828)	
The fee includes support as outlined on page 1 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>	Around £1,400 per head could be budgeted for a reasonable hotel and budget airline seat Out Sunday 21 Jan, back Saturday 27 Jan, gives you a clear day to dress your stand	Direct flights to Düsseldorf run from London Heathrow (via British Airways, Iberia, Aer Lingus and more). Costs vary greatly subject to timing and preferred airline. Hotels range from £175+ per night on show nights. The CHA recommended group hotel is Premier Inn Essen City Centre currently has rooms available during the event for €219 per night. We do recommend booking early, as rates will rise and shopping around. Please note that availability in the centre of Essen is limited on show nights
Interpreters	£200 - £250+ per day	Linguistic capability amongst your team is advised if feasible
Getting your display / goods to the show	Individual quotations according to requirements	Some exhibitors might consider driving goods to Essen which is a relatively easy option as full access to the halls is available during set-up and break-down (this can be subject to restricted times and fees). Remember to fill in the correct paperwork. An alternative is to use a suggested specialist exhibition freight forwarder; details will be provided to exhibitors
Enhanced catalogue / web	Costs not available at the time of going to press, we will circulate asap	Basic show catalogue and website entries are included in the CHA package. There are enhanced options to include logos, more product listings etc
Additional display equipment	Subject to needs and budget; a table + 3 chairs costs in the region of £140	Tables / chairs / additional display aids / graphics will be offered by the CHA stand contractor

NOTES

- See Terms & Conditions via the link on our application form
- All costs based on an exchange rate of £1 = €1.11 which may alter and impact either way. Costs will be charged at the prevailing interest rate at time of invoicing. All costs must be paid in advance of the event by the deadlines provided.

- Minimum stand area of 3m x 3m applies (organiser's minimum – 15sqm). Corner stands available on a first come, first served basis, chargeable at £250+VAT per corner and must be a minimum of 12m². All costs must be paid up front.

TO RESERVE YOUR STAND:

1. Complete the CHA IPM Essen Booking Form
2. Exhibitor Support Package Fee to CHA with application

For all bookings and enquiries please contact Emma Brazier

☎ 01959 587446 emma@cha-hort.com

Or Lydia Stubbs lydia@cha-hort.com

We accommodate requirements on a best endeavour basis
stands are allocated on a first come, first served basis

Space is limited; book quickly to secure!