

# British Exhibitor Information Guide



## spoga+gafa

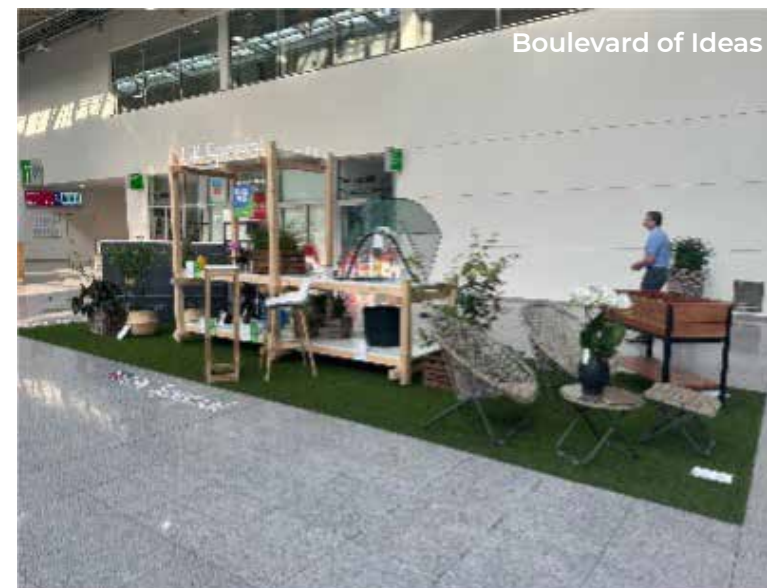
Cologne, Germany

**Sunday 16 to Tuesday 18 June 2024**

[www.spogagafa.com](http://www.spogagafa.com)

The world's premier annual trade showcase  
for garden hardware and leisure products

- 230,000m<sup>2</sup> over 10 halls with 1,800 exhibitors
- 30,000 trade visitors
- 122 countries
- Germany is by far the largest market for garden products in Europe; worth around €20.8 billion
- Broad spectrum of buyers
  - Garden centres
  - DIY stores
  - Mail order / internet sales
  - Supermarkets
  - Discounters
  - Department stores and other general retailers
  - Specialist furniture retailers
  - Landscapers
  - Many international distributors and wholesalers



**Gardenex British Group of exhibitors** will be able to display a product in the Boulevard of Ideas area on a British Product display area – this opportunity is exclusively on offer to the Gardenex British Group. The Boulevard of Ideas walkway links all the halls and entrances to the show, so a prime location to introduce your latest products to visitors.



# Gardenex Membership

Join Gardenex to make the very most of your participation at spoga+gafa! Whilst it is possible to exhibit on our UK pavilion as a non-member, members enjoy extra benefits:

- Entry in the Gardenex Buyers' Guide, distributed to thousands of buyers before and during the show
- Opportunity to order Gardenex database reports and invite international buyers to visit your stand
- Option to book space-only stands in the Gardenex British pavilion
- Invitation to 'Meet the Buyer' event in the UK on 29 February and preferential rates for buyer meetings
- Reduction of £190 on the Gardenex exhibitor support package fee

**Interested in these and the many other benefits of Gardenex membership?**

Click [Here](#) for further details or contact Lydia Stubbs [lydia@gardenex.com](mailto:lydia@gardenex.com)

Gardenex have a great stand design offering a comprehensive British themed pavilion and stand package designed so that you can just turn up and display your products. Package to include:

- Floor space
- Walls
- Carpet
- Lighting
- Fascia board with name and GREAT branding
- Lockable counter
- Electricity connection and consumption
- Daily stand cleaning
- Exhibitor drinks networking party
- Optional stand extra seamless, panel and counter graphics\*
- Optional stand extras: table, chairs, shelving, slat walls etc\*
- Package to include mandatory AUMA and waste disposal fees
- Help & expertise with freight, travel, accommodation and other logistics from Gardenex's dedicated event organising team
- Gardenex stand offering support, interpreters and refreshments
- Advice and info about how to prepare for and how to maximise your presence at the show
- The support at the show of an industry information stand, organised by Gardenex and manned by its experienced team
- A wide reaching schedule of press releases before, during and after the show, to publicise the goods and services of the British group participants
- A preview sent out to named buyers in advance of the show to generate advance publicity for the group
- Preferential Gardenex exhibitor support package fee for members

\* Costs to be circulated with stand allocations



Examples of stand design

## Examples of the stand design

### SOME EXAMPLES OF STAND SIZES / COSTS

Below are costs for a variety of stand sizes as examples only. If you have a specific stand size in mind, please calculate the cost by multiplying the cost per square metre by the overall stand size you wish to book. You should also allow for other cost factors which we have highlighted below.

	12m <sup>2</sup>	15m <sup>2</sup>	25m <sup>2</sup>
Exhibitor support and stand package (£392 per m <sup>2</sup> )	£4,704	£5,880	£9,800
Mandatory Marketing Services Package (Now includes visitor package and other new elements such as data capture) <sup>1</sup>	£1,445	£1,445	£1,445
<b>Sub total</b>	<b>£6,149</b>	<b>£7,325</b>	<b>£11,245</b>
Space only – costs per square metre plus mandatory costs <sup>1</sup>	£225	£225	£225

	Gardenex Member	Non Member
Plus Gardenex exhibitor support package fee, mandatory for all British group exhibitors and payable on application	£500+VAT (£600)	£690+VAT (£828)

The fee includes support as outlined above 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. Please note, this fee is non refundable.



Other factors	Ballpark budget	Information
Travel, accommodation and subsistence; <i>the latter being entirely subject to your budget</i>	Around £950 per head could be budgeted for a reasonable hotel and budget airline seat  Out Friday 14 June, back Wednesday 19 June gives you a clear day to dress your stand	Direct flights to Cologne run from Stansted (Ryanair) & Heathrow (Eurowings) alternatively direct flights to Düsseldorf are available (connected by max 1 hour by train). Ryanair from Stansted to Cologne costs £125 with 20kg hold bag at the time of publishing. Hotel prices vary greatly; a budget of £160 per night should secure a reasonable central 3 star hotel. Further advice on request
Interpreters	£170 - £250+ per day	An interpreter will be based on the Gardenex stand which exhibitors may utilise but we advise you to have a dedicated interpreter if language skills are not prevalent in your team
Getting your display / goods to the show	For an estimated price on 1 pallet please contact GBH Freight Forwarders	Exhibitors might consider driving goods to Cologne which is a relatively easy option as full access to the halls is available during set-up / break-down (note this can be subject to restricted times / fees and you must familiarise yourself with the government document on ATA carnets and arrange these well in advance of your departure). Alternatively details of suggested specialist exhibition freight forwarders will be provided
Enhanced catalogue / web entries	Costs start from around €500 (approx £440)	Basic show catalogue and website entries are included in the mandatory marketing services. Options to enhance with logos, more products etc will be circulated
Additional display equipment	Subject to needs and budget	The Gardenex stand package is comprehensive so there should be limited need for extras but options will be offered

## Notes

- ① Some mandatory costs are imposed by KoelnMesse these apply to all exhibitors, including the Marketing Services Package
- It is preferred that exhibitors on the British pavilion take advantage of the Gardenex stand package
- Whilst unlikely to vary significantly beyond costs outlined, final costs for the Gardenex stand package will be notified to exhibitors in due course

### Questions?

**+44 (0)1959 565 995 or [lydia@gardenex.com](mailto:lydia@gardenex.com)**

## To Reserve a stand at spoga+gafa 2024

1. 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
2. Complete the booking application
3. Submit the form to Gardenex, along with payment for the Gardenex exhibitor support package fee; a receipted invoice will be issued

The exhibitor must insure against costs and expenses, which may be incurred in the event of the Fair being abandoned, cancelled, postponed or curtailed in whole or in part for causes outside the trade association's control, since we accept no responsibility in such an eventuality.