



IPM Essen

*Essen, Germany
January 23 – 26, 2018*

IPM Essen is the world's leading trade fair covering the plant industry in its entirety, ranging from production, technology, floristry, garden features and point of sale. In 2017, this event hosted over 57,000 visitors, with 66% of them coming from outside of Germany, as well as over 1,500 exhibitors from 45 countries. Now, 92 percent of the visitors and exhibitors were already stating that they would take part in IPM ESSEN 2018. No other trade event offers the opportunity to explore and showcase horticultural products in a market that serves as an entry into one of the most integrated regions in the world.

Germany has 82 million of the world's wealthiest consumers and is by far the biggest market in the European Union. European Union's 27 member states share a customs union (a single market in which goods can move freely), a common trade policy, and a common agricultural policy. Thus, IPM Essen offers the opportunity for SUSTA companies to establish business relations with key buyers in Germany as well as other countries.

Participation Fee: \$1,100 for 6 square meter booth; Register and pay before September 29, 2017 for a \$200 discount
Fee Includes:

- Your booth space plus shared areas, and furnishings
- Interpreters available in the U.S. pavilion

Registration Deadline: October 27th, 2017 (No refunds for cancellation after this date)

INDUSTRY FOCUS: Nursery

PRODUCT DESCRIPTION (suitable products for event): Cut Flowers, Starter Plants, Shrubs, Nursery Plants, Trees, Seeds, Gardening and Floral products

50% CostShare: Apply now for 50% CostShare to request 50% reimbursement of travel costs for up to two company representatives (flight, hotel, meals and incidentals), promotional giveaway items, point of sale materials and more!

Activity Manager:

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