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INTERNATIONAL TRADE FAIR  
HORTICULTURE • GARDEN • LANDSCAPE

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Fiera Milano - Rho Pero - Milan, ITALY | February 22<sup>nd</sup> - 24<sup>th</sup>, 2017

# Myplant & Garden

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Myplant & Garden is once again the exhibition that gives an answer to the needs of the companies in the green sector. It has demonstrated to be a **useful tool for companies**: since its debut it has tried to offer new impetus, markets, ideas and a new, diversified visitor profile.



The BtoB trade fair  
conceived by companies for companies  
and organized by an independent agency,  
is a tool for companies  
in the biggest trade fair area in Europe.



## 2016 Edition

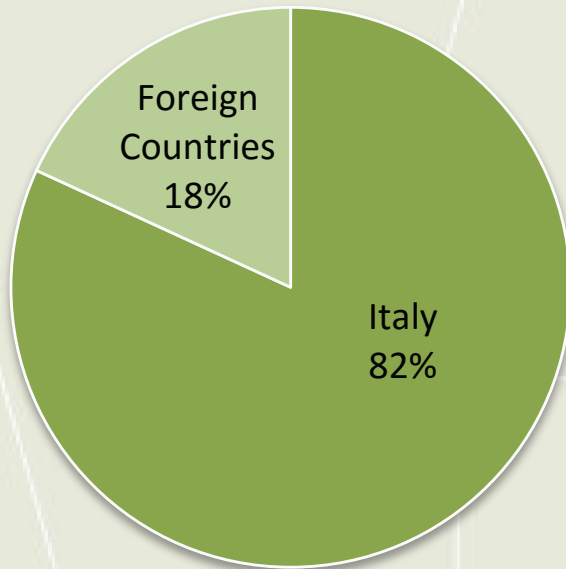
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Fiera Milano: Myplant & Garden proves to be the key appointment of the Italian green industry.

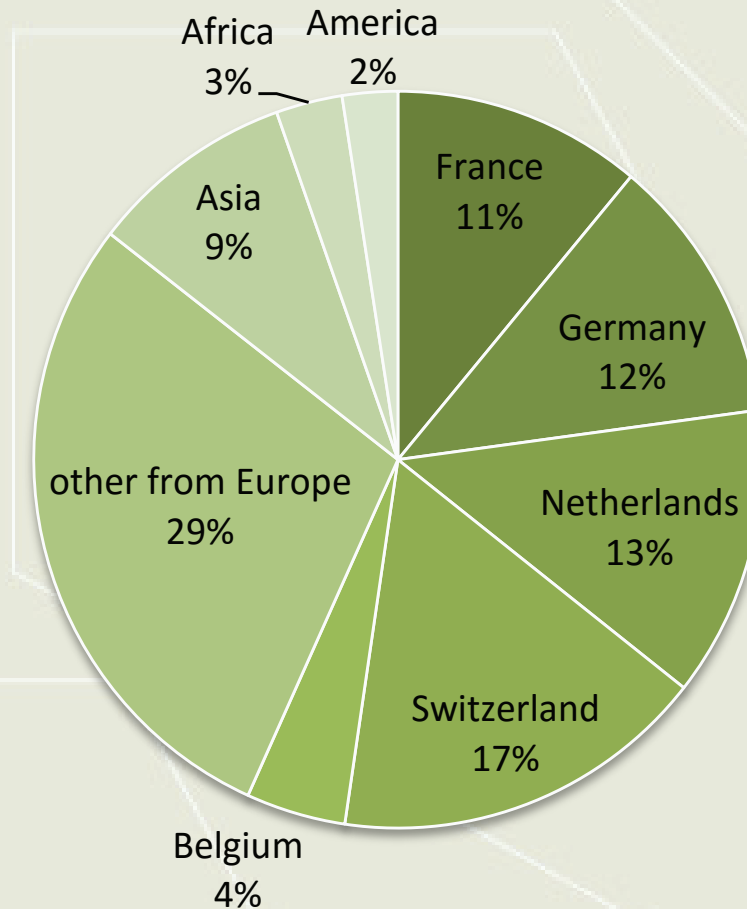
The second edition of the fair has recorded: a strong **increase in visitors**, over **10,000** (40% more than in 2015), and **in exhibitors, 441** this year (102 more than the first edition), **176 accredited journalists**. Many business deals and contacts, numerous events, shows and conferences.



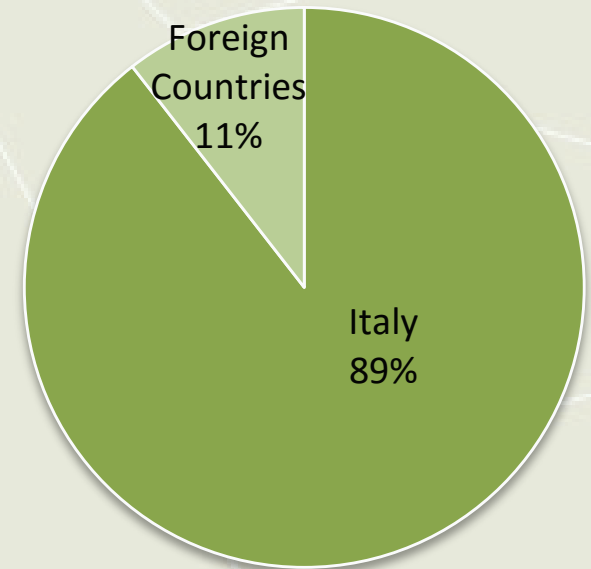
# 2016 Report



**EXHIBITORS**



**FOREIGN VISITORS**



**VISITORS**

# 2016 Report

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## VISITORS BY SECTOR

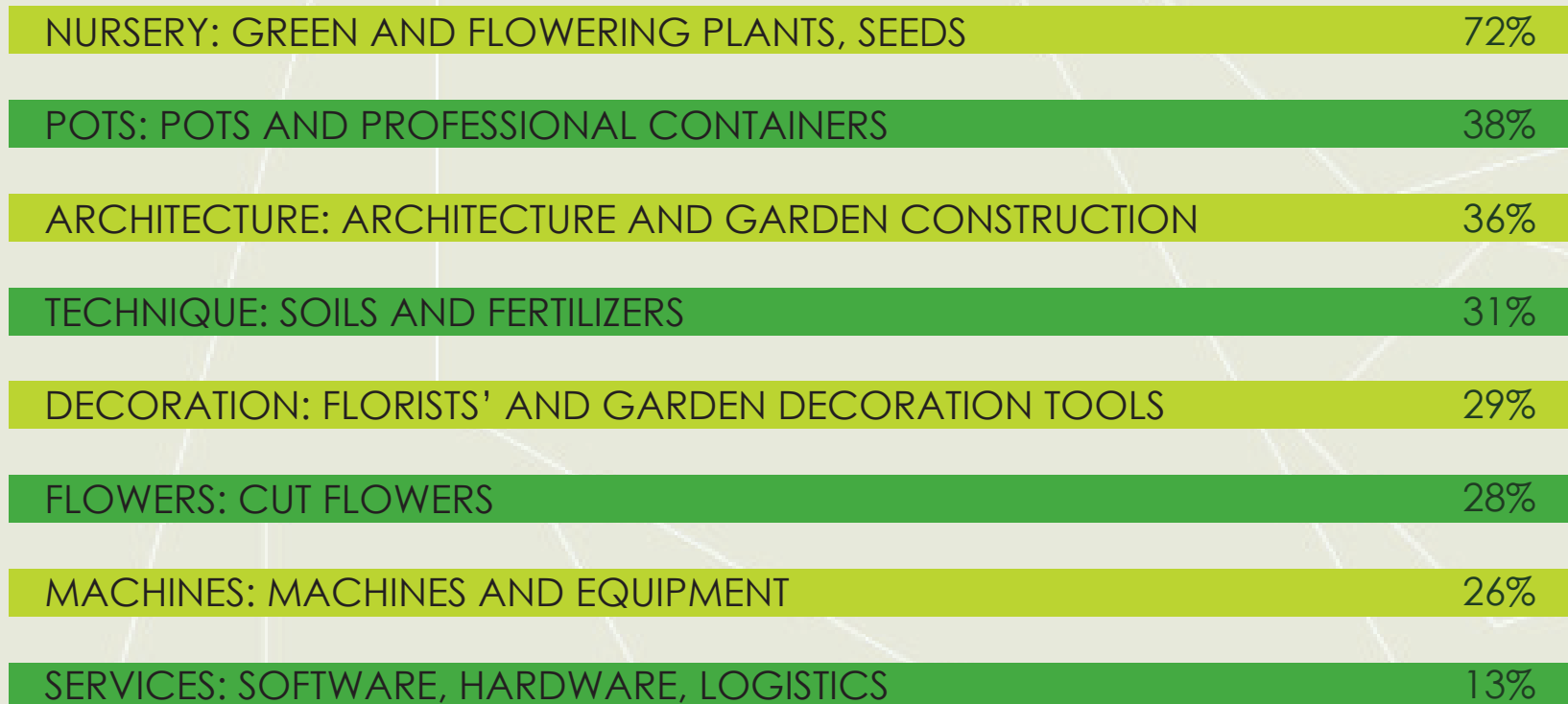
GARDEN CENTER - DEALER - RETAILER - AGRARIAN CONSORTIUM	22%
NURSERY FARMERS (PRODUCTION/TRADING)	17%
GARDENERS - MAINTENANCE TECHNICIANS	17%
ARCHITECTS - LANDSCAPE DESIGNERS - CONSTRUCTION COMPANIES	13%
WHOLESALERS	13%
IMPORT / EXPORT	4%
AGRONOMISTS	4%
LARGE-SCALE DISTRIBUTION	3%
PUBLIC AGENCY TECHNICIANS	3%
OTHER SERVICES	2%
OPERATORS FROM THE HOTEL INDUSTRY	2%

# 2016 Report

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## VISITORS' SECTORS OF INTEREST

(each visitor selected up to a maximum of 3 preferences)



A horizontal bar chart with eight bars of varying lengths, representing the percentage of visitors interested in different sectors. The bars alternate between light green and dark green colors. The sectors and their percentages are listed in the table below.

NURSERY: GREEN AND FLOWERING PLANTS, SEEDS	72%
POTS: POTS AND PROFESSIONAL CONTAINERS	38%
ARCHITECTURE: ARCHITECTURE AND GARDEN CONSTRUCTION	36%
TECHNIQUE: SOILS AND FERTILIZERS	31%
DECORATION: FLORISTS' AND GARDEN DECORATION TOOLS	29%
FLOWERS: CUT FLOWERS	28%
MACHINES: MACHINES AND EQUIPMENT	26%
SERVICES: SOFTWARE, HARDWARE, LOGISTICS	13%



# Exhibitors

## 8 MACRO SECTORS

To complete the settings and underline the benefits of living in the open air, the trade fair includes some companies which feature products in some ways related to the flower and plant sector



### **NURSERIES**

indoor and  
outdoor plants



### **FLOWERS**

cut flowers



### **POTS**

pots and professional  
containers



### **TECHNIQUES**

soils, fertilizers and  
phytosanitary products



### **SERVICES**

software, hardware,  
logistics



### **MACHINES**

machines and  
equipment



### **DECORATION**

florists' and garden  
decoration tools



### **ARCHITECTURE**

architecture and  
garden construction

# Visitors

Target visitors: only professionals, upon payment and invitation

- Specialized stores
- Garden centres
- Nurseries
- Flower shops and kiosks
- Gardeners/maintenance gardeners
- Landscape gardeners
- Agronomists
- Architects
- City planners
- Construction companies
- Event managers
- Managers of hotels, campings, resorts, swimming pools, sport centres (soccer, golf, etc.)
- Institutional professionals working with public green areas (municipalities, schools, regions, etc.)

**Total: 160,000 invited visitors**





# Initiatives

- **Conferences** about landscape and garden
- **Professional seminars** and **workshops** for gardeners and agronomists
- **Cultural insights** about **eco-sustainability**
- **Initiatives** and **settings** for **gardeners** and **landscape architects**
- **Meetings** and **debates** with **landscape architects**
- Involvement **flower designers** to make creative decorations, with seminars and shows
- ***Myplant in the city***: several installations and initiatives in the most important squares, stores and garden centers in Milan





# Services

- ▶ **lounge bar**  
for exhibitors and customers (free entrance tickets in proportion to the sqm)
- ▶ **free entrance and parking**  
reserved for each exhibitor in proportion to the sqm occupied
- ▶ **e-service**  
website dedicated to exhibitors that provides a complete range of specialized services that will satisfy all the needs related to the exhibition
- ▶ **sic**  
the Customers Invitation online System allows you to manage your invitation codes directly from your office



# Communication strategy

## TARGETED ADVERTISING CAMPAIGNS

specialized magazines, TVs and radios

## PRESS OFFICE AND PUBLIC RELATIONS

## ARTICLES ON SPECIALIZED MAGAZINES

Flortecnica, Clamer, Il Floricoltore, Green Line, Case di Campagna, Fai da te Facile, In Giardino, Linea Verde, MG Marketing e Giardinaggio, Acer, Giardini, Ville Giardini, Casa&Giardino, Bricoliamo.it, Green Up, Il mio Giardino, Pollice Verde, Paysage, Nemeton, Vita in Campagna, Garden&Grill, Giardini&Ambiente, Taspo, Profession Paysagiste, Markt in Gruen, Landscape, Garden International, House and Garden...

## TARGETED NEWSLETTERS

## SOCIAL NETWORK

(facebook; twitter; linkedin; instagram; pinterest; google+)

## PRESS CONFERENCES

Presentation of the fair to the press some months before the event and few days before, inauguration of a number of events to promote the trade fair



# Where: Fiera Milano

## MILANO

Milan is one of the most active, famous, appreciated and easy-to-reach trade fair capitals in the world. The great commercial and communication roads cross in Milan, in the North of Italy, then go to the South and reach Europe and the rest of the world.

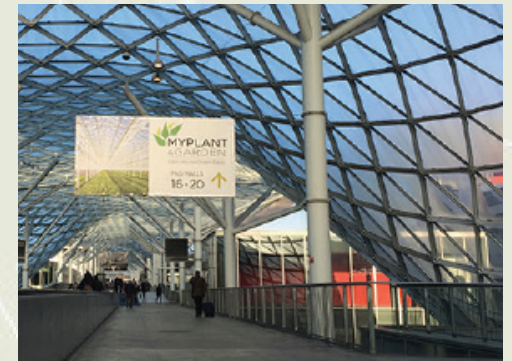
## FIERA MILANO

Fiera Milano has a complete portfolio of professional exhibitions - in Italy and abroad - which cover almost all economic sectors and quality events.

Its events attract each year:

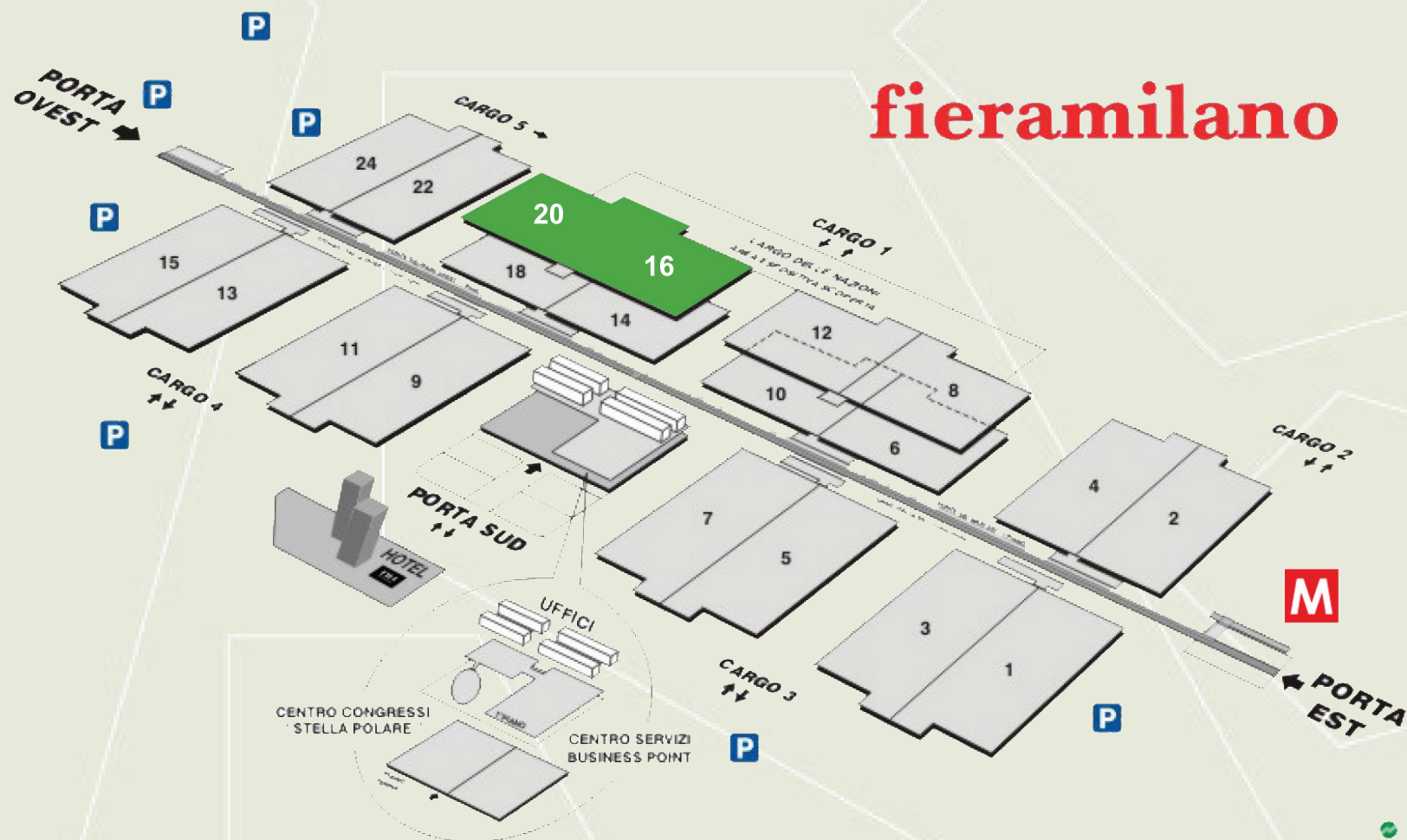
- Around 30,000 exhibitors
- More than 5 million visitors

Fiera Milano Rho Pero spreads on 753,000 sqm and is the biggest trade fair area in Europe.





# The trade fair area



Myplant & Garden will take place in **halls 16 and 20**,  
for a total of 30,000 sqm gross exhibition space, 15,000 sqm net.



# Exhibition modules

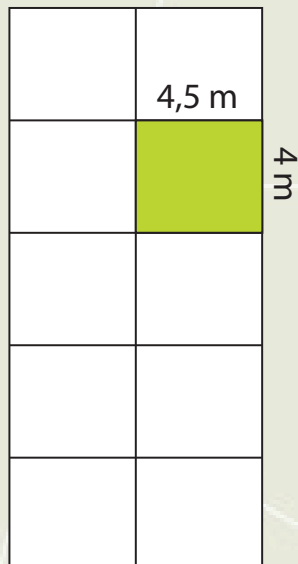
THE EXHIBITION MODULES ARE DISTRIBUTED AS FOLLOWS:

## Modules multiple of 18 sqm

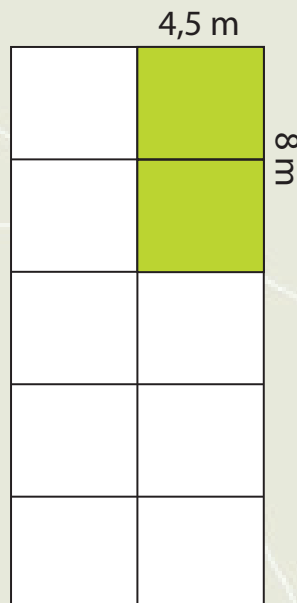
Each company can pick from a minimum of 1 module up to a maximum of 10 modules (180 m, 9 m x 20 m), namely an island.

### EXAMPLES

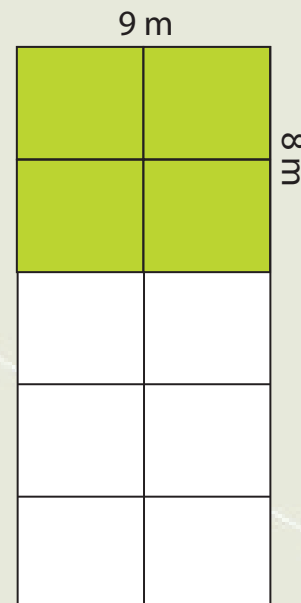
1 module  
1 side open



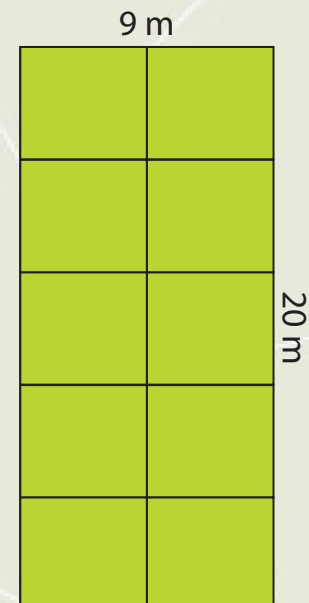
2 modules  
2 sides open



4 modules  
3 sides open



10 modules  
4 sides open (island)



# Terms

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**Duration**  
**Opening times**  
**Cadence**

**3 days**

**Wed/Thu: 09.00 am - 06.00 pm, Fri: 09.00 am - 05.00 pm**  
**annual**

**Costs**

**98** €/sqm floor space with 1 open side

**104** €/sqm floor space with 2 open sides

**108** €/sqm floor space with 3 open sides

**114** €/sqm floor space with 4 open sides - island

**Participation fee**

**350 €**

(The participation fee includes: presence at the fair, forfeit electric consumption, presence on the catalogue and on the leaflet distributed to visitors, presence on the website, free entrance and parking tickets, free lounge bar tickets).

**Insurance**

**95 €**

# Myplant & Garden Consortium

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Myplant & Garden is the exhibition wanted and actively supported by Myplant & Garden Consortium, composed by a large group of important companies in the sector.

The Consortium, which owns the exhibition brand and is a non-profit association, was founded to promote the initiative in Italy and abroad and works as Technical Committee, connecting the exhibitors with their needs and requests to the event management office.

The Myplant & Garden Consortium is open to all companies interested in taking part into this exhibition, to make it grow, develop and be successful. A success which aims at giving new life and richness to an important and excellent sector.

For info about the Consortium,  
companies can write to:  
**[consorzio@myplantgarden.com](mailto:consorzio@myplantgarden.com)**

The Consortium is composed of:

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## **FOUNDERS**

Vivai D'Adda  
(Gianpietro D'Adda - President)  
Floricoltura Pisapia  
Florpagano di Antonio Pagano & Co  
Florsistemi srl  
Nicoli srl  
Organizzazione Orlandelli srl  
Vigo Gerolamo srl

## **CONSORTIUM MEMBERS**

Anticomestiere & Co  
Artigianfer srl  
Cactusmania di Manera Bruno  
Cattaneo Bruno srl  
Christensen srl  
Corino Bruna srl  
Giambò piante di Giambò Vito

# Event management office

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## VG Crea

It is a company which organizes events and trade fairs. Since 1998 it has worked as consultant of Fiera Milano and it is specialized in creating, managing and promoting exhibitions and shows.

It has always been active in sectors such as design, furniture, accessory, garden and food. It has worked also with Regione Lombardia, Provincia di Milano, Comune di Milano, Regione Campania, Regione Puglia, Comune di Lecce, Camera di Commercio Svizzera.

For years it has been partner of the organization committee of some of the biggest trade fairs organized by Fiera Milano: Macef/Homi, Tuttofood, Host, Miwine, Viscom, G come Giocare.

From 2011 to 2013 has organized the Home Garden section of Macef trade fair.

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