



MYPLANTTM
& GARDEN

The flower and plant trade fair

Fiera Milano - Rho Pero February 25-27 2015

Myplant & Garden

- It is a new BtoB trade fair conceived and desired by floral companies
- It is an independent event
- It is not organized by the official Fiera, but by another service company and it is a tool for companies
- It is international



Exhibitors

6 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 related to the flower and plant sector

Nurseries: indoor and outdoor plants



Cut flowers



Techniques (soil, seeds, greenhouses, vases)



Company services
(software, hardware,
management, etc.)



Gardening equipment
and machines, garden
maintenance



Garden constructions



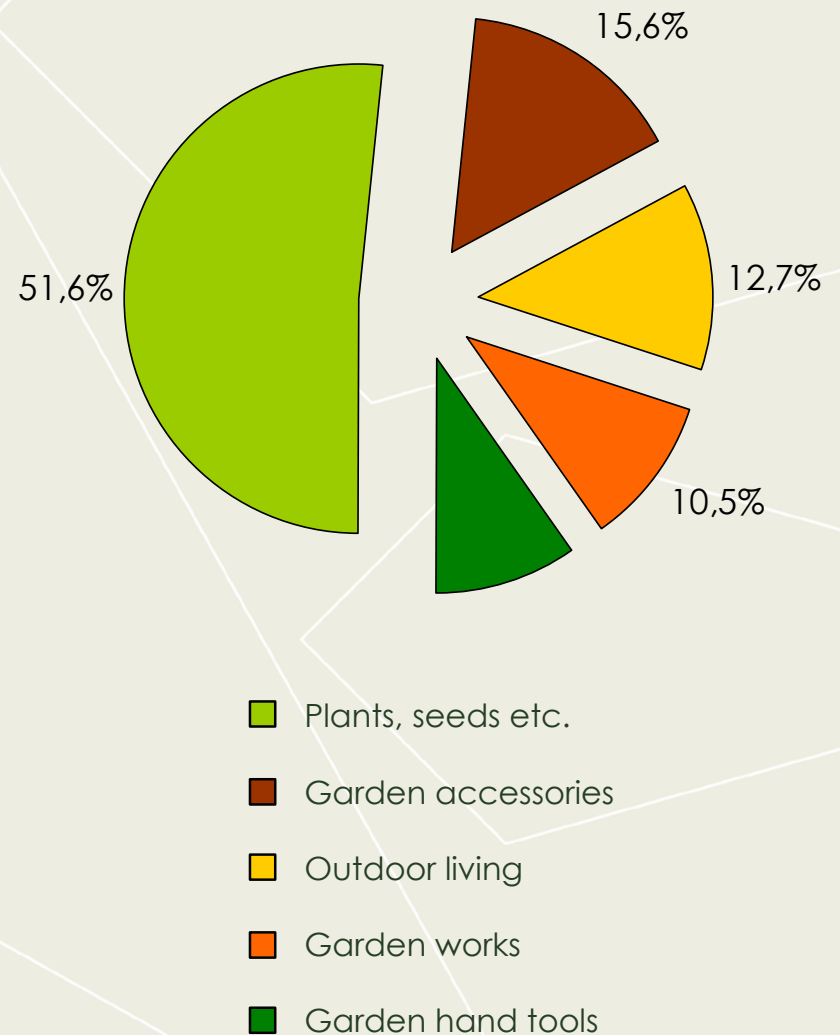
Exhibitors: the segmentation of Italian market

THE FLOWER AND PLANT SECTOR (plants, seeds, trees, bushes, flowers, buds, compost, domestic fertilizers, etc.) represents the **51.6%** (\$3.2bn) of the total value.

GARDEN CONSTRUCTIONS (greenhouses, arbours, curtains, protections, gazebos, floors, etc.) represent **15.6%** of the total amount.

OUTDOOR FURNITURE AND COMPLEMENTS correspond to **12.7%** (BBQ, furniture, decorations, umbrellas and various accessories).

GARDEN EQUIPMENT, like tubes, garden hoses, watering cans, various accessories amount to **10.5%** and the monitored tools, which consist in hand and electric tools to do the gardening, represent **9.6%** of the total value.



Visitors

Target visitors –only **professionals**, upon payment and invitation:

- Specialized stores
- Garden centres
- Nurseries
- Flower shops and kiosks
- Gardeners/maintenance gardeners
- Landscape gardeners
- Architects
- City planners
- Construction companies
- Event managers
- Hotel, camping, resorts, swimming pool managers
- Sport centres (soccer, golf, etc.)
- Institutional professionals working with public green areas (municipalities, schools, regions, etc.)

Total: 160,000 invited visitors



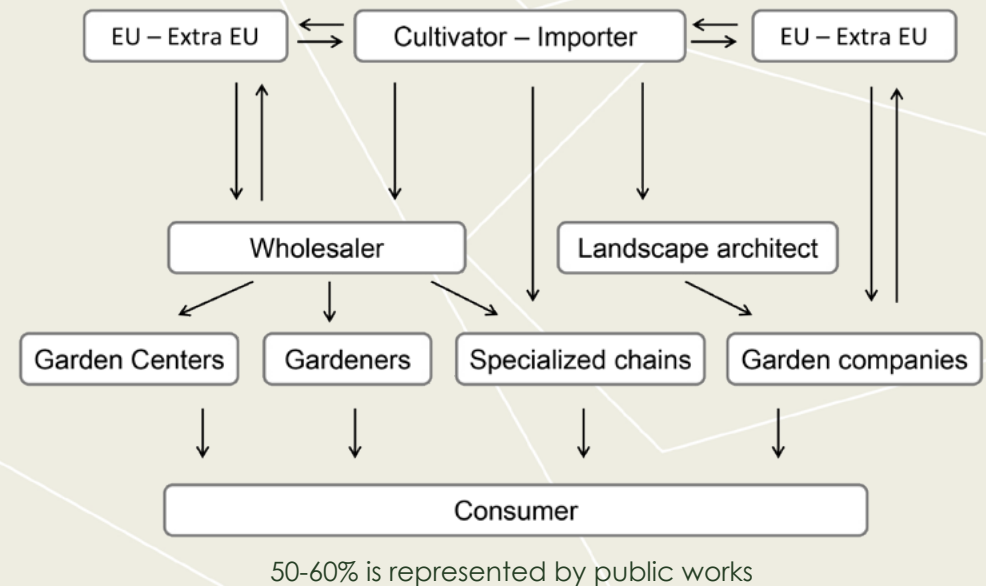
The distribution

Reference points in the distribution:

PRIVATE GREEN AREAS - specialized stores, garden centres, nurseries, florists (shops and kiosks), gardeners, private construction companies etc.

PUBLIC GREEN AREAS - managers of public gardens and garden technicians working for authorities, schools, landscape architects (AIAPP-Italian association of landscape architects) etc.

Market distribution structure in Italy

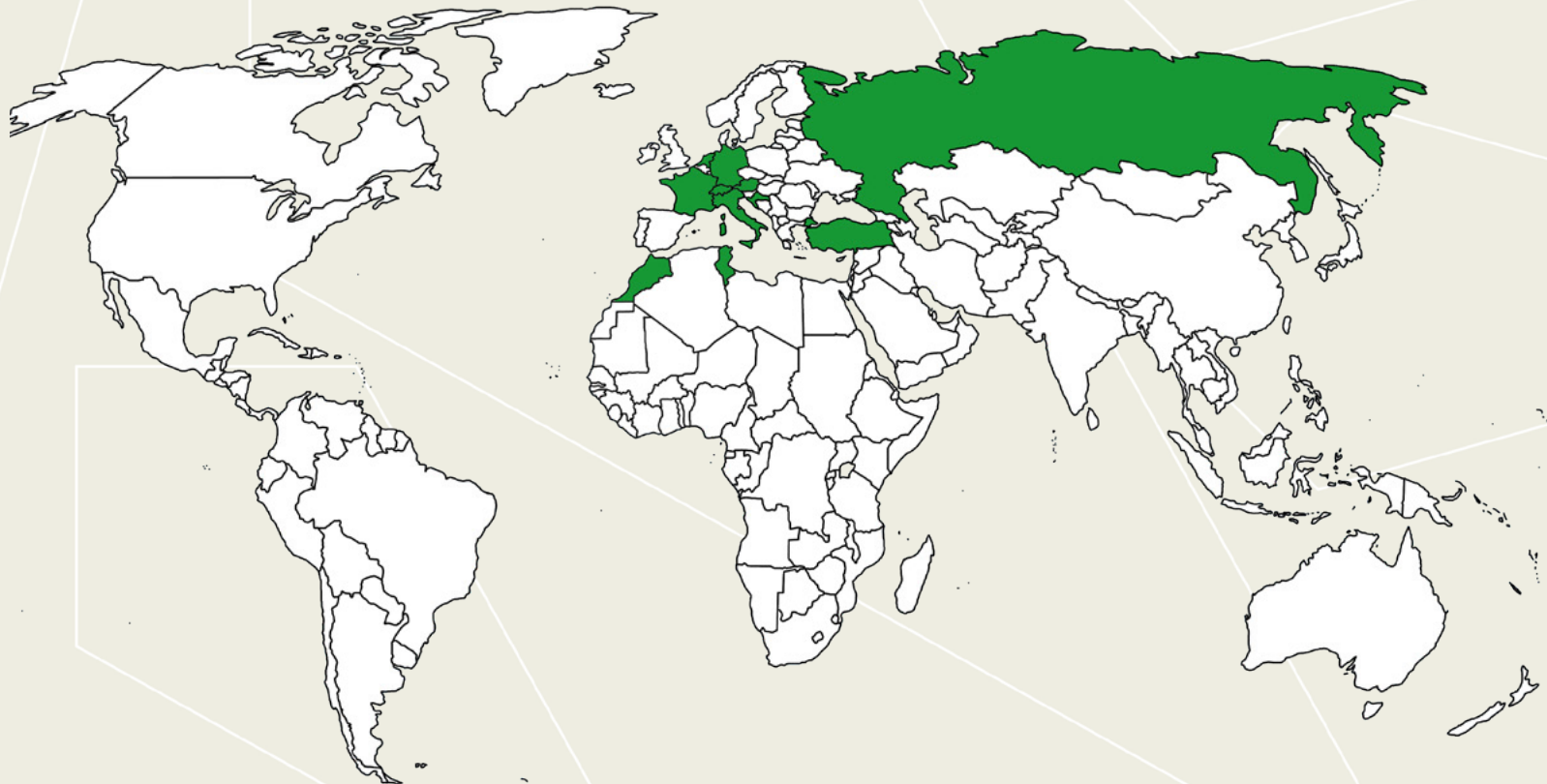


Foreign visitors

INTERNATIONAL BUYER PROJECT

In these months we will carry out an intense research to identify buyers from the following countries:

- Austria
- Croatia
- France
- Germany
- Morocco
- Netherlands
- Russia
- Switzerland
- Tunisia
- Turkey



Initiatives

In addition to being an important fair, this new exhibition will give NEW INSPIRATIONS and will set the trends at international level by:

- Spreading the “green” culture, supporting a more and more **eco-sustainable world**
- Creating functional and necessary models to **improve the open-air life standards**
- Telling the **whole process** through the exhibitors
- Involving **gardeners/landscape architects** to create ad hoc settings
- Involving **flower decorators** to make creative decorations, with seminars and shows
- Organizing **conferences** about landscape/garden
- Organizing **professional seminars** for gardeners about security norms and certifications
- Integrating the event with the programs planned for the **territory**
- Inviting the most important **specialized magazines**

Services

- **Lounge bar** for exhibitors and clients (free entrance tickets in proportion to the sqm)
- Map of the pavilions with an **online update** of the situation
- **Free entrance and parking** tickets for each exhibitor in proportion to the sqm occupied



Communication strategy

- TARGETED ADVERTISING CAMPAIGN
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
- PRESS CONFERENCES
Presentation of the fair to the press some months before the event and few days before it, inauguration of a number of events to promote the trade fair

Where: Milan – Fiera Milano

- **Milan** is one of the most active, famous, appreciated and easy-to-reach trade fair capitals in the world
- In 2015, with **EXPO**, it will be more and more important as the centre of the business
- The great commercial and communication roads cross in Milan, in the North of Italy, then go to the South and arrive to **Europe** and the rest of the world



What is 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 m visitors**

Fiera Milano SpA is the only Italian trade fair company listed in the stock exchange (since December 2002).

It is a subsidiary of Fondazione Fiera Milano, a non-profit foundation.

Fiera Milano manages the two exhibition areas fieramilano Rho Pero and Fieramilanocity, where it hosts its trade fairs and the **fairs organized by other companies**.



Milan Rho Pero trade fair area

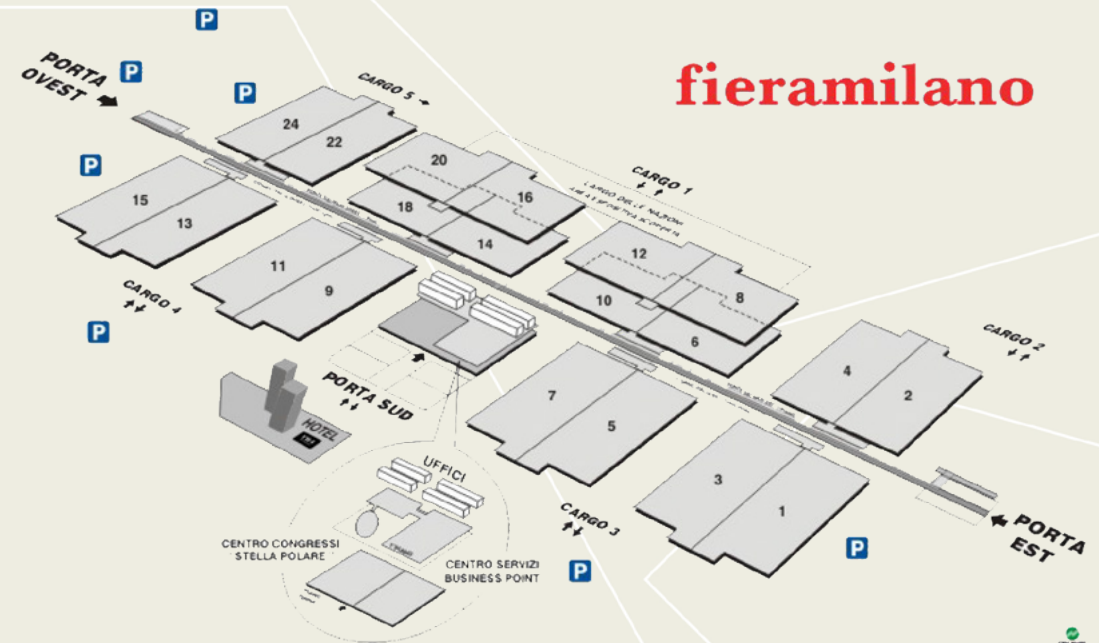
Fiera Milano Rho Pero spreads on 753,000 sqm and is the **biggest trade fair area in Europe**.

It is located between Rho, Pero and Milan, close to A4 motorway, Tangenziale Ovest, and the railway connecting Milan and Turin. It is connected to the city centre with the underground line M1, stop Rho Fiera. There is also "Rho Fiera Milano" railway station with lines S and the upcoming high speed trains.

Inaugurated in 2005, the area offers 20 pavilions which spread on a indoor gross surface of **345,000 sqm** and an **outdoor gross surface of 60,000 sqm**.

Outside there is **a car park with 14,000 places**.

Expo 2015 is located close to Fiera Milano Rho and inside it.

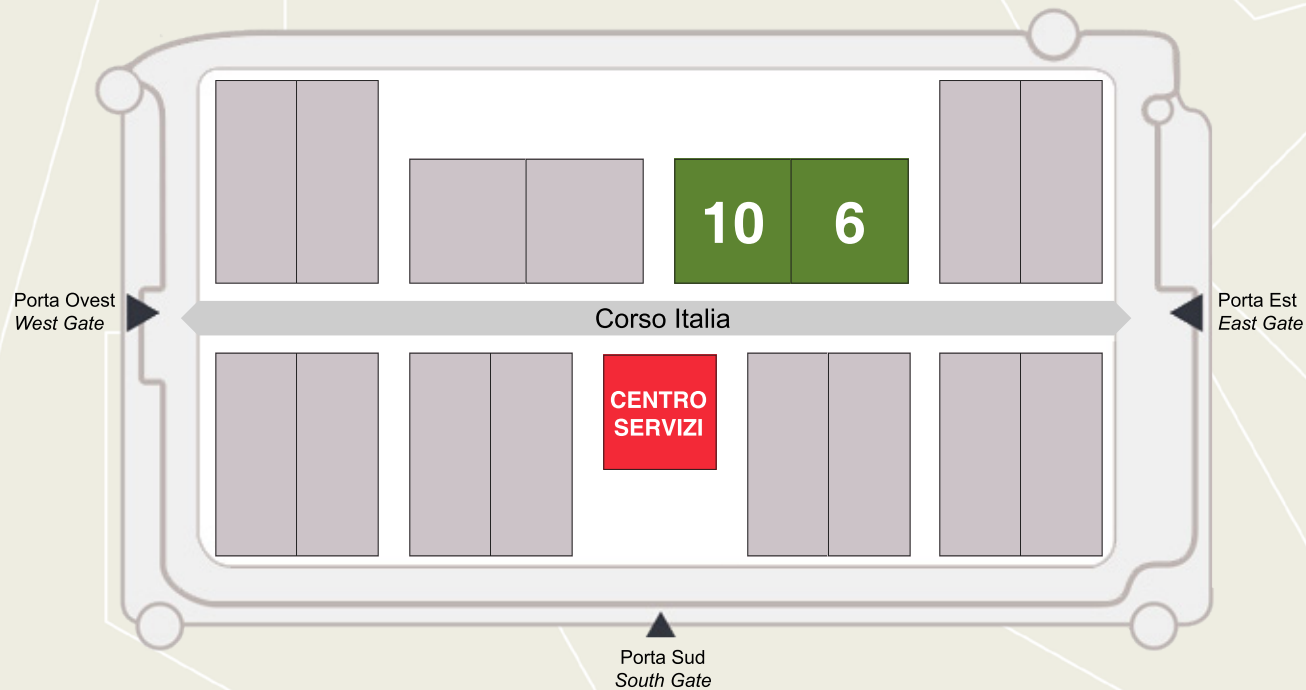


There are three accesses: Porta Est (Eastern gate) where the underground line M1 stops. Porta Ovest (Western gate) close to the car park. Porta Sud (Southern gate) which is the most convenient entrance to reach the Centro congressi (conference centre), the Centro Servizi (Service centre) and the offices of Fiera Milano

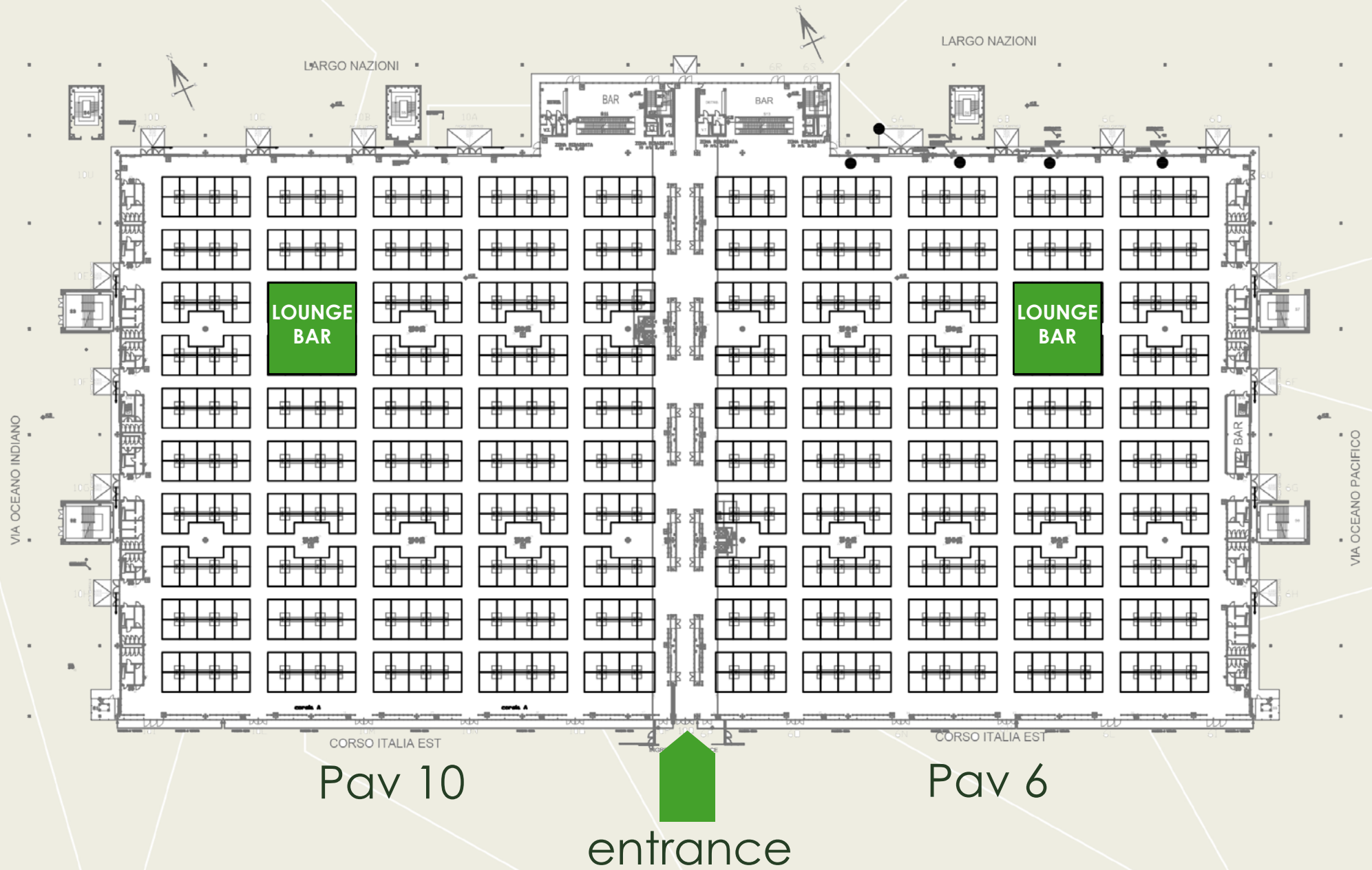
The pavilions

Pavilions 6/10 are adjacent and connected. Each of them has a surface of 15,000 sqm.

Gross total surface 30.000 sqm
Net total surface 15.000 sqm



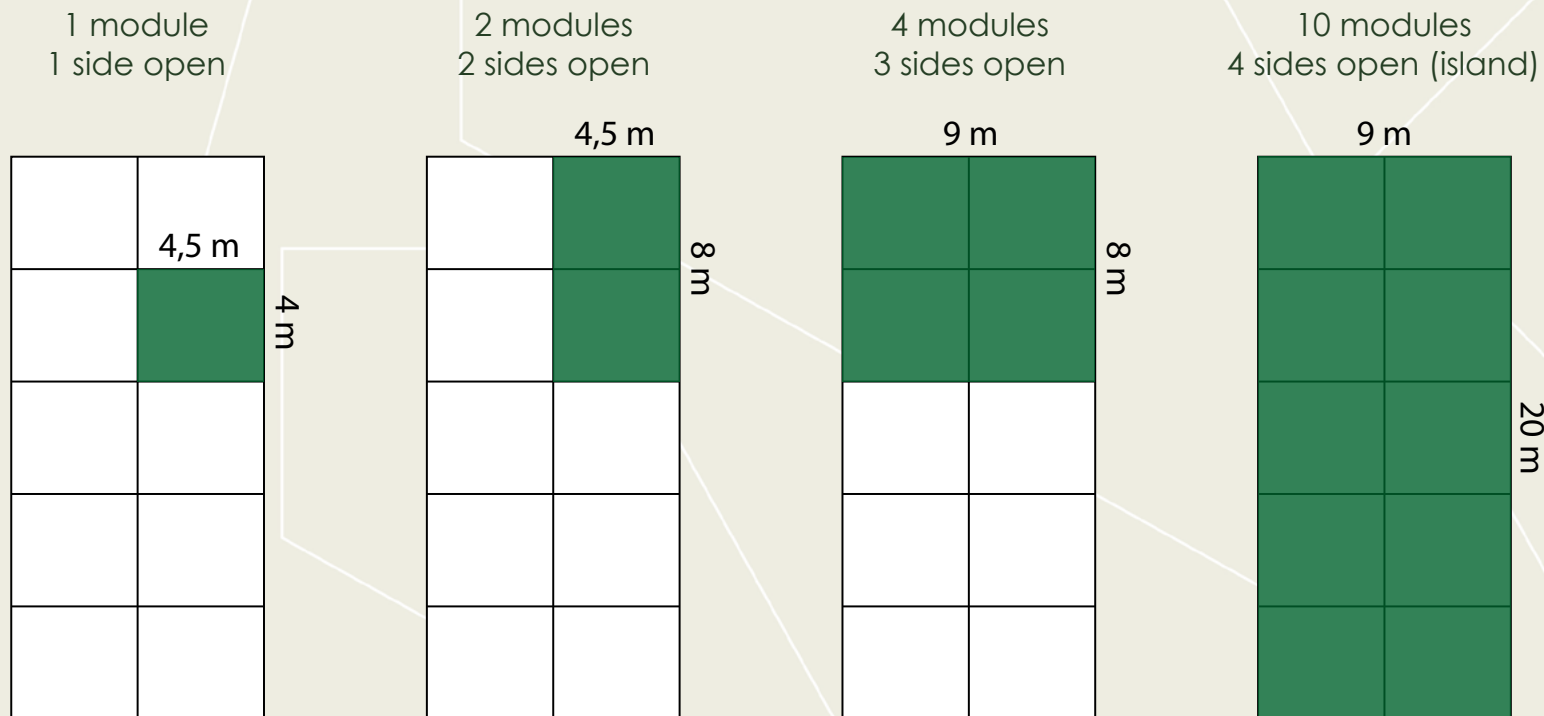
Layout



Exhibition modules

The exhibition modules are divided into **multiples of 18 sqm**

Each company can take from a minimum of 1 module to a maximum of 10 modules (180 sqm, 9 m x 20 m) for each stand



Terms

Duration 3 days long
Opening times 9.00 a.m. - 6 p.m.
Cadence Every year
Dates Wednesday **25**/Thursday **26**/Friday **27 February 2015**

Costs

- 90 euros**/sqm floor space with 1 open side
- 95 euros**/sqm floor space with 2 open sides
- 100 euros**/sqm floor space with 3 open sides
- 105 euros**/sqm floor space with 4 open sides - island

Participation fee: **395 euros**

(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).

Setup costs are excluded

(carpets, dividing walls, electric and water connection, lights)

Event management office

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 the Macef trade fair.

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