



Europe's leading trade fair for asparagus and berry production with agricultural direct marketing

**2 expos**  
**1 single date**

Become an exhibitor at the industry's no. 1 trade fair.

# Gain customers, maintain networks, and present new products!

Register now at [www.expo-se.de/for-exhibitors/](http://www.expo-se.de/for-exhibitors/)

**5%** Early bird discount,  
if you register by April 30, 2024

**Wednesday/Thursday**

## Nov. 20- 21, 2024 MESSE KARLSRUHE



### Impressive facts:

- **430 exhibitors** from **12 countries**
- Over **5,500 international sector specialist visitors** from **37 countries** = 5,500 decision makers ready to make purchases and check out innovations
- **Two exhibitions - one date:** Agriculture and direct marketing closely integrated
- **Ideal date** at a **central location**
- **High returns** for **low booth rental prices**
- **Comprehensive supporting program**

### An innovative industry:

Asparagus producers are a leading force in the German vegetable sector, and the same is true of strawberry cultivators in the ever-growing berry sector. Few agricultural fields are seeing as much innovation as producers and marketers of asparagus and strawberries:

- Over **25,000 hectares** of cultivated acreage for asparagus
- Over **16,000 hectares** of cultivated acreage for strawberries
- Over **1.4 billion EUR** revenues in Germany alone

### Direct marketing pays off!

The trend towards regional shopping is unbroken. This is reflected in a **high value** added to the direct marketing. In order to optimally position themselves against the competition, direct marketers have a **high investment requirement**. Use this potential, present your company at **expoDirekt** and benefit from **first-class know-how** and **new contacts**!

**expoSE and expoDirekt - Europe-wide No. 1 in the industry for exhibitors and professional attendees**



## expoSE und expoDirekt

The perfect market place for  
your products and services



**Production**  
Seedlings  
New varieties  
Earliness  
Irrigation  
Fertilization  
Plant Protection

**Technology**  
Machinery  
Specialist Tractors  
Resources  
Preparation  
Software  
Staff  
Workwear  
GPS applications

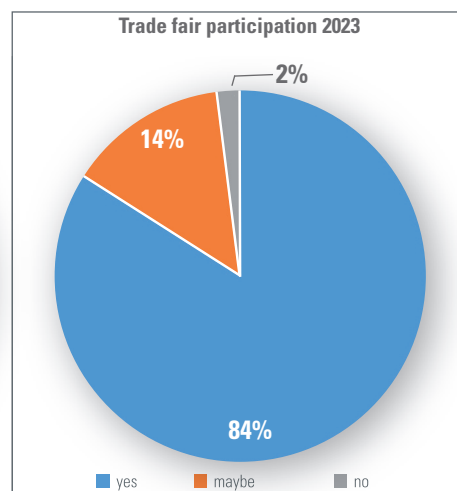
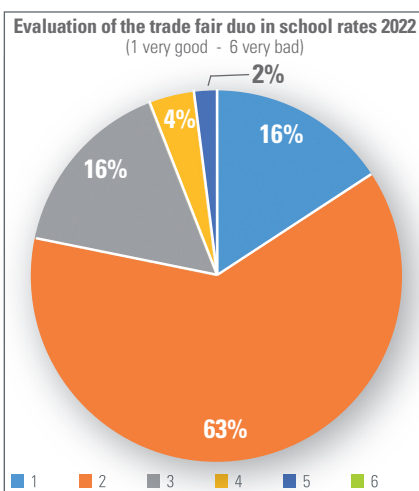
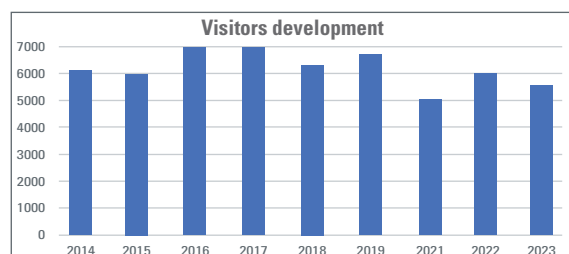
**Service**  
Advice  
Services  
Journals  
Associations

**Marketing**  
Packaging  
Storage  
Farm shop equipment  
Sales Promotion  
Advertising  
Range Supplements

# expoSE and expoDirekt - the decision-maker platform for Europe

High exhibitor quality and a consistent focus on professional attendees (99% trade visitors) have made the dual trade fairs what they are today: the absolute hot-spot for production and direct marketing in the asparagus and berry sectors.

## High quality that pays - developments at the dual trade fairs over the last nine years:



### An ideal date, perfect exhibition location and inexpensive prices

- At the end of November, growers have time to find out more about new products and services and to invest for the coming season.
- Thanks to its central location in Europe, the Messe Karlsruhe is easy to access.
- With inexpensive booth rental prices starting at 48 euros per square meter and low additional costs, we make the decision to present at our trade fair duo easily.

### An example of your favorable trade fair presentation:

Surface for corner stand (12 sqm)	€ 624,-
Entry in list of exhibitors	€ 40,-
<b>Total:</b>	<b>€ 664,-</b>
Optional:	
Rear and side walls (7 walls x € 46,-)	€ 322,-
Power connection: 230 V/ 3 kW and flat-rate power consumption	€ 161,-
Term parking permit per day	€ 16,-

### The organisation behind it all

The Verband Süddeutscher Spargel- und Erdbeeranbauer e.V. (VSSE) (Association of asparagus- and strawberrygrowers Southern Germany) has put on the events since their inception. **expoSE** (since 1996) and **expoDirekt** (since 2011). As a nationwide representative of asparagus and berry growers in southern Germany, the association currently has roughly 650 members. The VSSE is an expert insider in all areas and on all levels of the industry.



### Innovation prizes

If you present an innovation at the dual trade fairs, you can apply to the **expoSE** or **expoDirekt** Innovation Prize to gain even more awareness.

## Your contact partners for all questions around expoSE and expoDirekt:



### Registration/ Expo organisation

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