



Gain customers, maintain networks, and present new products!

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

Wednesday/Thursday
Nov. 23-24, 2022
MESSE KARLSRUHE



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

Register now at
www.expo-se.de/fuer-aussteller

Join the success story! Become an exhibitor at the dual trade fairs

Successful despite the COVID-19 pandemic:
 expoSE and expoDirekt - Europe-wide No. 1 in the industry for exhibitors and professional attendees

Impressive facts:

- Roughly 400 exhibitors from 12 countries
- Roughly 6,000 international sector specialist visitors = 6,000 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

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:
- Roughly **26,000 hectares** of cultivated acreage for asparagus
 - Roughly **16,000 hectares** of cultivated acreage for strawberries
 - Over **1.4 billion EUR** revenues in Germany alone
 - Roughly **180,000 seasonal workers**

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
 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

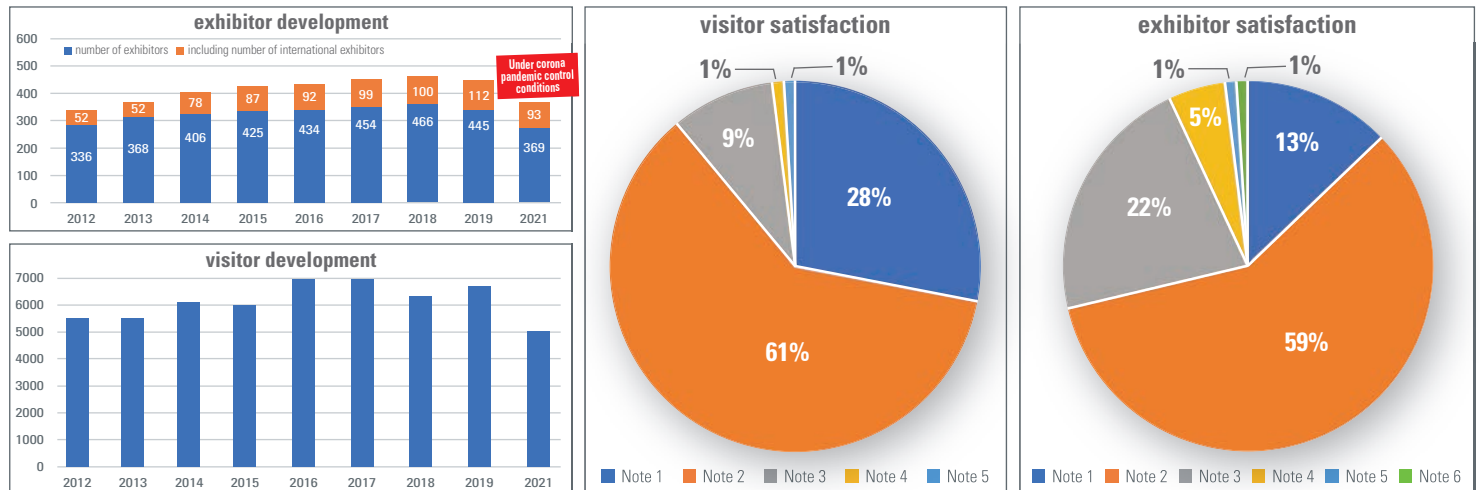
Service
 Advice
 Services
 Journals
 Associations

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 learn about new products and services in depth, invest in them, and plan and implement projects for the upcoming season. That makes this a good time to talk to your (potential) customers and start new business relationships! In addition, the Messe Karlsruhe is easy to access thanks to its central location in Europe. And with inexpensive booth rental prices starting at 44 EUR per square meter and low ancillary costs, we make the decision to present at our dual trade fairs easily.

An example of your favorable trade fair presentation:

Surface for corner stand (12 sqm)	€ 576,-
Entry in list of exhibitors	€ 21,-
Total:	€ 597,-

Optional:

Rear and side walls (7 walls x € 41,-)	€ 287,-
Power connection: 230 V/ 3 kW and flat-rate power consumption	€ 154,-
Term parking permit per day	€ 13,-

The organization 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 660 members. The VSSE is an expert insider in all areas and on all levels of the industry.



Framework programme and innovation prizes

Professionals present on their newest findings and recommendations at "Spargeltag" (Asparagus Day) and in the direct marketer forum - a true benefit to the dual trade fairs. 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. For the second time, you can book a trade fair video in order to expand the media reach of your company and your innovations.

Your contact partners for all questions around expoSE and expoDirekt:



Registration/ Expo organisation

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