****** **International exhibition of Floriculture and Green Industry**

***Flowers expo***

 Moscow, “Crocus Expo” International Exhibition Center,

Pavilion 1, halls 3 & 4, September 8 – 10 2020

E-mail: [mail@flowers-expo.ru](mailto:mail@flowers-expo.ru) Web: [www.flowers-expo.ru](http://www.flowe#rs-expo.ru)

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**Exhibition Participant Guide**

The exhibition will be conducted in two formats: at Crocus Expo exhibition center and online.

**PREPARATION SCHEDULE**

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| Flowers Expo visitors registration | June 1 – September 10 |
| Crocus Expo Exhibition Center and Online Additional services application filling | June 1 – July 15 |
| Crocus Expo Exhibition center stand arrangement details submission | June 1 – July 25 |
| Participants online stand composition (company information fill-in, uploading presentation materials, adding contacts) | June 15 – August 15 |
| Digital Novelties Catalogue and Novelty of the Year online competition applications and materials submissions | June 15 – August 15 |
| Participants & products catalogue reveal for preliminary familiarization and forming work schedule for participants and visitors | August 17 – September 7 |
| Stand arrangement in Crocus Expo | September 5 – 7 |
| Crocus Expo exhibiting days | September 8 – 10 |
| Online exhibiting days (meetings negotiations, business events live stream) | September 8 – 10 |
| After-exhibition online meetings and negotiations access | September 11 – 15 |
| After-exhibition participants & products catalogue availability | September 11 2020 – June 15 2021 |

**ONLINE EXHIBITION**

**Features:**

- Present business and its products to wide target audience (digital company & product catalogue);

- Showcase novelty products in conventional digital novelties catalogue;

- Conduct negotiations and online meetings (via appointment application);

- Participate in matchmaking (system will select visitors for your stand depending on their sated interests);

- Host seminars, presentations and other conference events online as a part of exhibition;

- Supplement participation with various videos (guided tour, presentation, marketing offer, promotional film).

**Participation Packages:**

|  |  |
| --- | --- |
| **Name** | **Price, RUB** |
| Basic\* | 49 000 |
| Standard | 69 000 |
| Premium | 98 000 |

\*Basic package is free of charge on the condition of participating with a stand on the Crocus Expo exhibition center.

Dedicated room supplied with participants’ business QR-code business cards that will provide access to company’s web page will be organized for companies participating online only.

**EXHIBITION CATALOGUE AND PLAN**

Both plan and catalogue of the exhibition will be published in its online platform. Visitors will gain access to the catalogue 30 days prior to exhibition opening. They will be able to explore participants and products list, download participants’ handouts and book and confirm meetings with participants of the exhibition.

Matchmaking system will select and show visitors companies according to their interests stated at the time of registration during online exhibition attendance.

Conventional catalogue of novelties will be made during the event and will be available on the website and online platform of the exhibition.

**EXHIBITION SCHEDULE**

It is possible for exhibitors to hold events both online and in the Expo area itself. Wherein online event would be live stream at the exhibition center and vice versa.

The event format may also vary and present a mixture. (For instance, during a seminar held in the conference room, may also be taken a real-time company tour showing a manufacturing processes, or some distant experts might be invited via a spacebridge, whereas bringing them to Moscow may seem problematic, and etc.)

**The exhibition will include:**

- Russian Championship of Professional Floristics «English Florist Cup». The championship is to be broadcasted live online;

- Russian and foreign florists’ presentations;

- Seminars, round tables, presentations, conferences, and other events. The event is open to all participants, including online.

- Lotteries, tournaments, quests with companies’ gifts etc. will be organized for the visitors.

Business events will conventionally be held in conference rooms and broadcasted online. All transmissions will be broadcasted live with an opportunity to ask questions and receive answers.

Specially organized exhibition spaces equipped with broadcast screens will be provided for these online events.

Each of the participants has an opportunity to hold its own event both at Crocus Expo and online. The exhibition will feature three conference halls with seating capacity from 70 to 300 people, as well as a traditional stage for performances. Furthermore, the exhibition platform contains an unlimited number of online-based web rooms, where it is possible to present what you would not be able to in the exhibition area. Simultaneous interpretation is available at all events, including online events.

**EXHIBITION COMPETITIONS**

Conventional competitions will be held as a part of event:

**- Novelty of the Year**

This competition will include exhibits featured both at the exhibition center and online. Contestants will be able to apply for the competition and submit materials online together with Novelties Catalogue materials submission.

Jury of the contests will judge different format exhibits separately

**- Best Quality**

Only Crocus Expo exhibition center exhibits will participate in this competition.

Apart from online and offline expert-judged competition visitors will audience favorite prize vote will be held as well.

**Awards ceremony will take place in the exhibition center and online. Both formats share single script and will be broadcasted either ways.**

**EXHIBITION REGISTRATION**

In order to avoid visitors crowding at the entrance and to observe social distance recommended by Federal Service for Surveillance on Consumer Rights Protection and Human Wellbeing, visitor’s registration will be conducted online exclusively. There will be no usual registration. No paper invitations will be published for the Expo. Online registration will be available during the entire period of the exhibition.

Participants will be sent an unlimited number of links for customers and partners invitations.

Electronic ticket, printed or saved on a smartphone, will be valid for entering the exhibition.

Sanitizer gels and face masks will be provided at the entrance, if the circumstances require.