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

***Flowers expo***

 Moscow, “Crocus Expo” International Exhibition Center,

Pavilion 1, halls 3 & 4, September 14 – 16, 2021

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**Exhibition Participant Guide**

The exhibition will be conducted in two formats: offline and online.

**PREPARATION SCHEDULE**

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| Visitor’s registration | June 15 – September 10 |
| Application for additional services at offline and online formats | June 1 – July 15 |
| Application for construction of the stand at offline format | June 1 – July 25 |
| Application for online stand (company information fill-in, uploading presentation materials, adding contacts) | June 15 – August 15 |
| Participants & products catalogue reveal for preview and forming work schedule for participants and visitors | August 17 – September 13 |
| Mounting of the stands at offline format | September 11– 13 |
| “FlowersExpo” offline exhibiting days | September 14– 16 |
| Online exhibiting days (meetings negotiations, business events live broadcast) | September 14– 16 |
| After-exhibition online meetings and negotiations access | September 17 – 21 |
| Exhibitors & products catalogue availability | September 17, 2021 – June 15, 2022 |

**ONLINE EXHIBITION**

**Features:**

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

- Showcase novelty products in conventional digital catalogue of novelties.

- 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, Euro/ $** |
| Basic\* | 880/980 |
| Standard | 1250/1390 |
| Premium | 1750/1950 |

\*Basic package is free of charge on the condition of participating with a stand in offline exhibition

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 FLOOR PLAN**

Exhibition catalogue and floor plan will be published in its online platform. Visitors will gain access to the catalogue and floor plan 3 weeks 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 offline. Wherein online event would be live stream at the exhibition 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 «Russian 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 offline 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 show 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**

The competition will be held offline and online. Experts from different countries will judge photos of novelties. Russian experts will judge novelties online.

**- Best Quality**

Only offline exhibitors will participate in this competition. Online participants will be able to present their exhibits if it is possible for them.

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**

To avoid crowding at the entrance and to observe social distance recommended by Federal Service for Surveillance on Consumer Rights Protection and Human Wellbeing, registration will be proceeded strictly online. No paper invitations will be published.

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.

To enter the exhibition, use an electronic ticket, printed, or saved on a smartphone. Sanitizer gels and respiratory masks would be provided at the entrance if the circumstances require.