



**THE NEW DECADE
IN GARDEN RETAIL
STARTS AT**

TREX'20



12-13 FEBRUARI 2020

EXPO HAARLEMMERMEER

REIMAGINE green retail



THEME 2020

The consumer has changed dramatically in recent years.

Technology is developing at lightning speed.

However, stores are fundamentally unchanged.

It is time for real change! What would the garden center look like if you were able to start again tomorrow?

Reimagine Green Retail is the theme of 2020. TREx answers, shows inspiration and shares retail knowledge.

01 INFORM



INFORM ABOUT ALL ASPECTS OF GREEN RETAIL FROM SALES AND PRESENTATION TECHNIQUES, TO CONSUMER BEHAVIOUR AND TRENDS. WE PROVIDE SEMINARS, EXPERT TOURS, LECTURES, MASTER CLASSES AND DEMOS.

02 INSPIRE



INSPIRE BY DISPLAYING INNOVATIVE RETAIL PRESENTATIONS, CONCEPTS AND SOLUTIONS. EXHIBITORS DISPLAY THEIR STORE PRESENTATIONS AND IDEAS IN A LARGE CONCEPT STORE INSTEAD OF TRADITIONAL BOOTHS.

03 CONNECT



WITH OVER 4.000 VISITORS AND 150 PARTICIPATING SUPPLIERS, TREX IS THE IDEAL PLACE TO NETWORK AND CONNECT WITH DECISIONMAKERS IN THE GREEN SECTOR.

04 EXPERIENCE



TREX IS SET UP AS A FUN, SURPRISING AND ENJOYABLE EXPERIENCE FOR THE GREEN SECTOR. AN EVENT FROM WHICH VISITORS RETURN WITH ABUNDANT INSPIRATION AND MOTIVATION.



OVER 4.000 GARDEN RETAIL VISITORS
75% DUTCH / 23% EU



COMPLETE DAY PROGRAMME:
COMPOSE YOUR OWN SCHEDULE



FREE ENTRANCE FOR
GREEN RETAIL VISITORS



RATING 8/10 BY VISITORS

TREX
ACADEMY



EXPERT
TOURS

KEY NOTE
SPEAKERS

MASTER
CLASSES



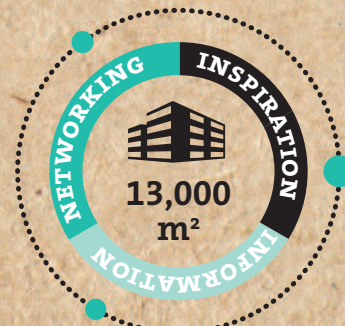
FREE DRINKS,
SNACKS & LUNCH



100% SURPRISING
AND ENJOYABLE
EXPERIENCE

150+

PARTICIPATING
TOP-SUPPLIERS IN
GREEN RETAIL



TREX

THE GARDEN RETAIL EXPERIENCE

12-13 FEB 2020

EXPO HAARLEMMERMEER
THE NETHERLANDS

FOUNDING PARTNERS

TUINZAKEN



TUINBRANCHE
NEDERLAND



De Haan Group

NOVELTIES 2020

With Reimagine Green Retail as its theme, we will show how the store concept can look if you really put the customer first! TREx shows examples and inspiration by presenting innovative retail concepts with Nature, Emotion and Convenience as the key topics. Our creative team is directed by Antje Verstl and Bert Huls.

1. NEW LOCATION

TREx 2020 takes place at Expo Haarlemmermeer. This former greenhouse of the Floriade fits in perfectly with the concept of the event and offers the best experience for presenting garden center concepts and living greenery.

2. OWN SHELF PLANS

The stand space on the outside walls can be filled in by the exhibitor to present his own shelf plans. The routing runs in front of it. The depth is limited to 2 meters, which prevents us from creating too deep stands.

3. CO-CREATION

The meters that are released in the middle of the room are merged. At that location there will be a joint co-creation presentation where the exhibitors can fill in within a predetermined theme. The themes are developed together with our team, the implementation is done by the exhibitors self. Suppliers of living green are included as much as possible. The routing runs right through it, like in a store.

4. INTEGRATION OF GREEN

The base of a garden center is the sale of living green! We dedicate that and want to show as much as possible in the stores and presentations. To participate for green - to make suppliers even more accessible, we have developed new packages.

HOW TO JOIN?

There are various packages available through which you can participate in TREx (*Green, Pop-up, Friend, Partner, Excellence, Diamond*). The packages consist of a number of basic ingredients and a presentation space.

Check the registration form for an overview of the packages. Tailor-made solutions are possible in addition to the standard packages. Give us a call to discuss options and to obtain personalised advice:

Dittmar Boumans

Tel. +31 (0)46 481 8600

E-mail: sales@tpk-media.nl





CONNECTING GREEN BUSINESS



TPK Media & Events B.V.

P.O. Box 322
6130 AH Sittard
The Netherlands

Tel. +31 (0)46 – 481 8600
sales@tpk-media.nl
www.tr-ex.eu

Eventlocation:

Expo Haarlemmermeer
Stelling 1
2141 SB Vijfhuizen
The Netherlands