



## PARTICIPANT INFORMATION



Europe's no.1  
Garden Retail Event



Expert tours &  
Masterclasses by  
retail experts



10,000 m<sup>2</sup>  
Concept Stores



Innovative keynotes



Meet the Dutch  
garden industry



### PARTICIPATE WITH TREX 2020?

call for information and  
reservation  
+31 (0)46-4818600  
or mail to  
sales@tpk-media.nl

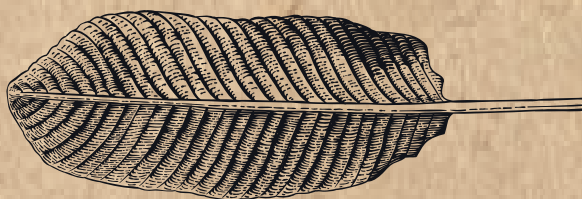
REIMAGINE  
green retail

# TREX

# THE GARDEN RETAIL EXPERIENCE

12-13 FEB 2020

EXPO HAARLEMMERMEER  
THE NETHERLANDS



FOUNDING PARTNERS

TUINZAKEN



De Haan Group

# 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



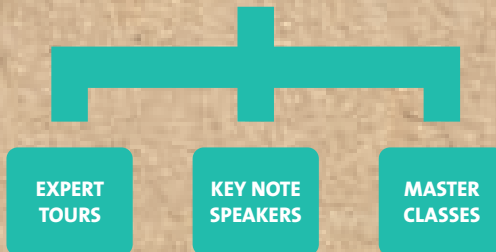
COMPLETE DAY PROGRAMME:  
COMPOSE YOUR OWN SCHEDULE



FREE ENTRANCE FOR  
GREEN RETAIL VISITORS



RATING 8/10 BY VISITORS



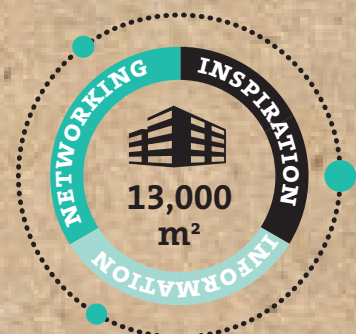
FREE DRINKS,  
SNACKS & LUNCH



100% SURPRISING  
AND ENJOYABLE  
EXPERIENCE

# 150+

PARTICIPATING  
TOP-SUPPLIERS IN  
GREEN RETAIL





REIMAGINE  
green retail

# TREX

TREx (*The Garden Retail Experience*) is a unique biennially information and inspiration event for the (inter)national garden-retail sector. At TREx, the latest insights and ideas for the sale of living green, garden and decorative articles are shared, with the aim of providing improved service to the customer and improving sales – today, tomorrow, and in the future.

The 8<sup>th</sup> edition of TREx will take place on the 12<sup>th</sup> and 13<sup>th</sup> of February 2020 in Expo Haarlemmermeer in Vijfhuizen. The event is preceded by an spectacular party, featuring the presentation of the Retail Awards on the 11<sup>th</sup> of February (*invitees only*).

## Why TREx?

Traditional exhibitions and events centre on the procurement of products. In our opinion, this is only the start of cooperation. The most important objective is to sell products to consumers. Without sales, there's no reason to purchase. The common interest is to provide the consumer with as good and efficient a service as possible, bundling our strengths to achieve this. TREx is the platform that bundles retail knowledge and conveys it to the sector. This ensures more effective and improved sales, allowing suppliers to deliver more products, thus stimulating the growth of the entire sector.

Sales to the consumer takes centre stage at TREx. That's why exhibitors don't have their own stand; instead, they have a place in a large concept store (*shopping environment*) where they can display in what manner their products and retail concepts can be presented and sold most effectively.



# 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!**

The retail sector usually puts the existing organization in the center of their customers. That does not stop the innovation. The large retail sector is ready for fundamental changes. TREx provides examples and inspiration by presenting innovative store concepts (*stores*).

One theme is central to the various store concepts, such as the smart store or lifestyle store. Our team of experts and participating exhibitors develops these themes into innovative shop presentations. These 'stores' form the connecting elements in the routing of the event.



## Co-creation with exhibitors

**To make TREx more interesting for the visitor, the routing and presentation space of exhibitors will be adjusted.**

### 1. 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.

### 2. 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.





### 3. 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. In addition to presenting own concept tables, providers of living green Participate in the co-creation presentations and stores with their products. This Green basic package includes one square meter of presentation space and participation with the product the presentation / store. The costs are only 495 euros, when participating with a plant table 1 package for free.







## 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.

View the next page 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](mailto:sales@tpk-media.nl)



# TREX

EXPO HAARLEMMERMEER **THE NETHERLANDS**

PACKAGES TREX 2020	GREEN BASIC	GREEN PARTNER	POP-UP
Exhibition space	Presentation table 1 x 1 m	plant tables (1,6 x 3m) + green basic	Presentation table 2 x 1 m
Tickets Retail Gala	-	1	-
Participant tickets	1	2	2
Plant tables		✓	
Presentation table	1		✓
Retail shelving and racking			
Uniform exhibition stand			
Professional lighting*		✓	✓*
Catering during event	✓	✓	✓
Use of forklift truck			✓
Logo + link on website	✓	✓	✓
Participation in inspiration	✓	✓	
Own Workshop/seminar			
Participation in Expert Tour			
<b>Price ex. VAT</b>	<b>€ 495</b>	<b>€ 2.095</b>	<b>€ 2.095</b>
*Lighting package			*) € 95

# THE GARDEN RETAIL EXPERIENCE

12-13 FEB 2020



FRIEND	PARTNER	EXCELLENCE PARTNER	DIAMOND PARTNER
4 meter shelving 3 m <sup>2</sup> co-creation	10 meter shelving 6 m <sup>2</sup> co-creation	20 meter shelving 12 m <sup>2</sup> co-creation	40 meter shelving 24 m <sup>2</sup> co-creation
2	2	4	6
2	4	6	8
✓	✓	✓	✓
✓	✓	✓	✓
✓*	✓*	✓*	✓*
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓
	✓	✓	✓
		✓	✓
			✓
€ 3.395	€ 5.795	€ 10.150	€ 18.250
*) € 190	*) € 395	*) € 625	*) € 950



## REASONS TO VISIT TREX?

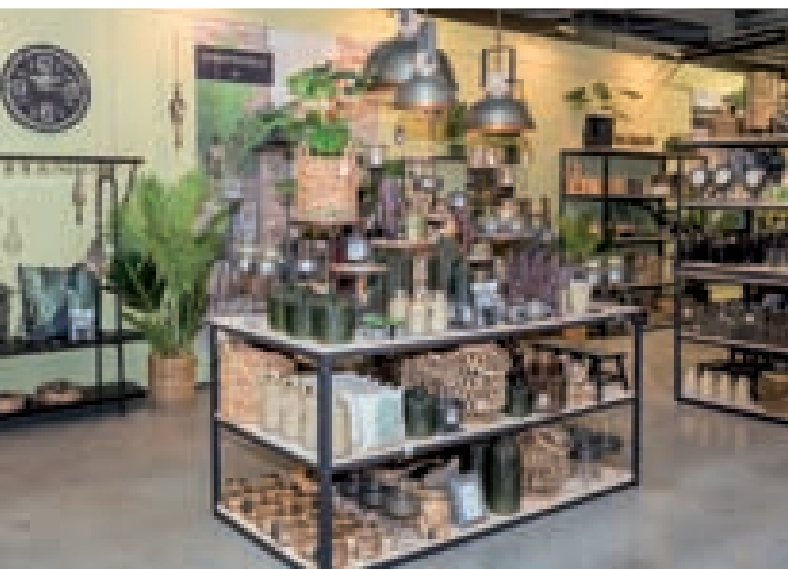
- There is a wealth of information and inspiration for all types of visitors.
- Visitors value TREx with an 8 and 95 percent indicated they would visit the event again next year.
- All relevant product categories from the green sector are presented by 150 leading suppliers.
- Discover new products and concepts in an area exceeding 13,000 m<sup>2</sup>.
- Explore new ways of stimulating your sales.
- Discover the most important players in the sector under one roof.
- Networking in a pleasant, green environment.
- Arouse your creativity.
- Taste the TREx hospitality.

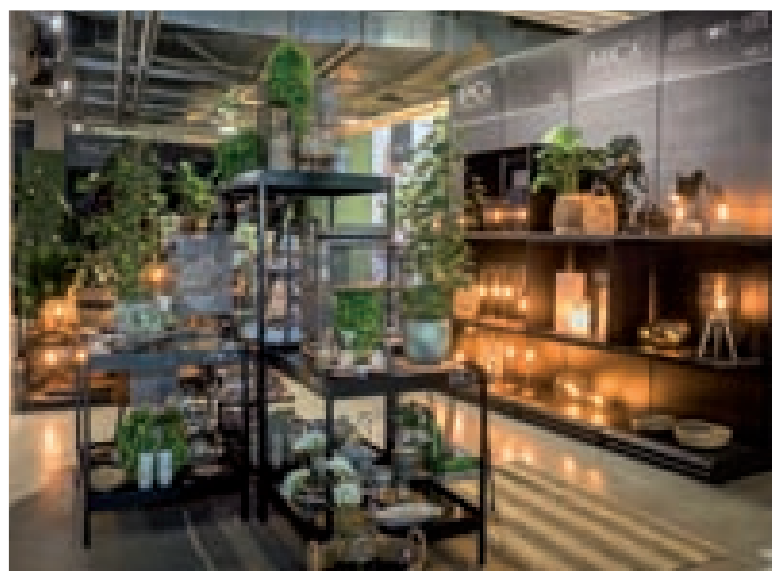
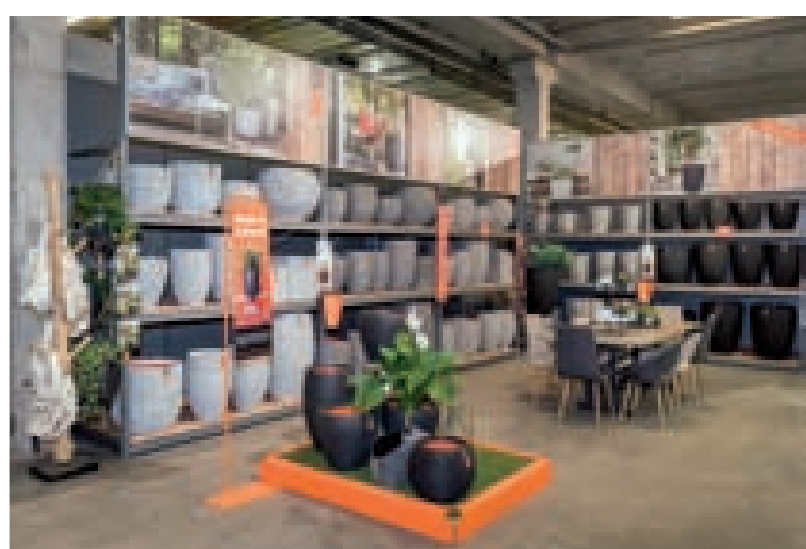
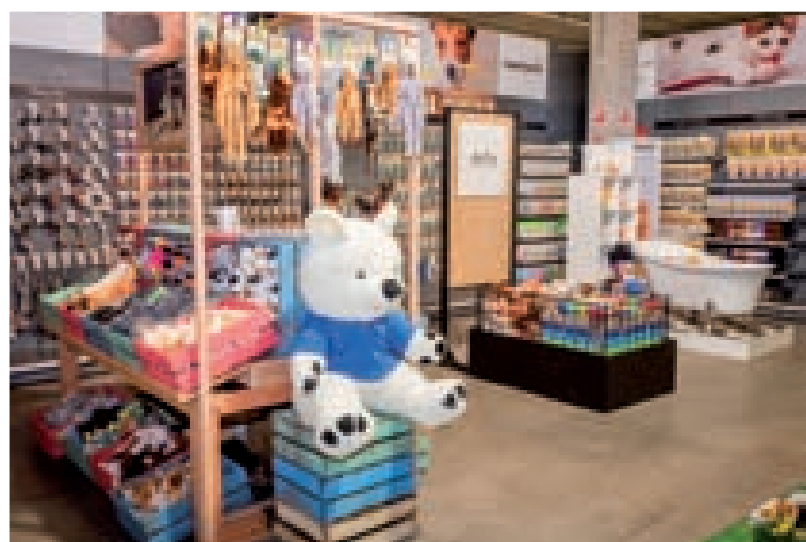
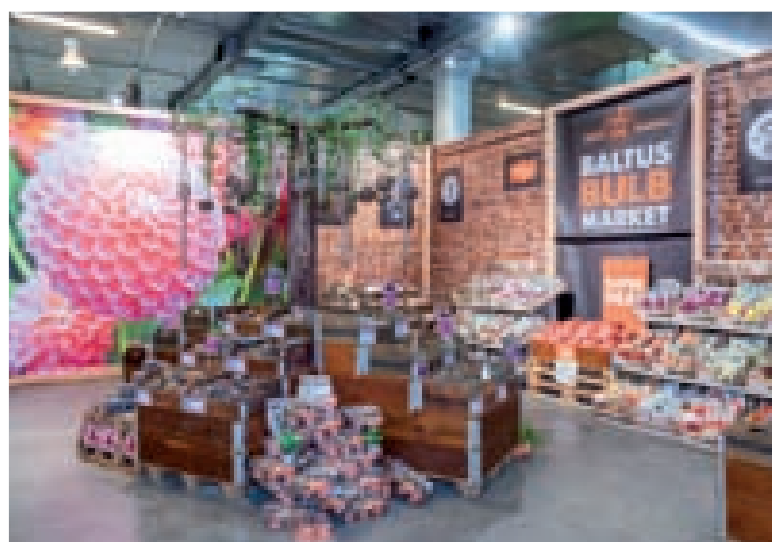
# REASONS TO PARTICIPATE TREX

- Meet new prospects. TREx has the best visitor profile of all green events.  
Garden-centre entrepreneurs, formula managers, florists, garden-centre employees and (partial) decision-makers from the Netherlands and abroad are our guests for two days.
- Share your retail and product knowledge with your customers and assist them in improving their sales.
- Inform all of your customer's relevant employees so that they can optimise their work efforts.  
The purchaser is not the person who will be selling your product to the consumer!
- Show that your company stands alongside retailers, takes responsibility and chooses cooperation.
- Become part of the TREx community: share and learn with professional peers and experts.
- Networking in a pleasant green environment.
- Exceptionally-complete standard packages, including hull stand construction.
- Custom solutions optional. Please ask for options.



# EXAMPLE PRESENTATIONS







## WHO IS TPK MEDIA & EVENTS?

Connecting Green Business – that's TPK Media & Events' mission. More individual success through cooperation! With our titles TuinZaken, DPK Florist Magazine en Garden Retailer, we supply news, highlight developments and provide high-level inspiration. Professionals in the green occupational field gain high-end and independent information. Need-to-know information that leads to much-appreciated deepening – for suppliers, importers, growers, retailers, florists and garden professionals.

TPK Media & Events is the organiser of the most important garden-centre event in Europe; TREx (*The Garden Retail Experience*). TREx bundles retail knowledge and delivers it to the international garden sector, thus providing direction to the development of the garden-retail sector of today and in the future.

### **TPK Media & Events B.V.**

P.O. Box 322  
6130 AH Sittard  
The Netherlands

Tel. +31 (0)46 – 481 8600  
[sales@tpk-media.nl](mailto:sales@tpk-media.nl)  
[www.tr-ex.eu](http://www.tr-ex.eu)

### **Event location Expo Haarlemmermeer**

Stelling 1  
2141 SB Vijfhuizen  
The Netherlands

