



VISITORS
INFORMATION



Europe's no.1
Garden Retail Event



Expert tours &
Masterclasses by
retail experts



10,000 m²
Concept Stores



Innovative keynotes



Meet the Dutch
garden industry



SIGN UP FOR FREE AT
WWW.TR-EX.EU

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

TREX

TREx is the international retail event for the garden sector. TREx offers visitors a strong content program aimed at informing, inspiring and networking. The event shows more than 10,000 m² retail concepts and ideas, shelf plans and store presentations. More than 150 leading suppliers showcases their new collections and possibilities for presentations, cross-selling and deployment of the latest technologies.

TREx provides the entire garden retail sector with tailor-made information; from formula managers and entrepreneurs to buyers and employees. There are ongoing master classes and keynotes of retail experts, power sessions, expert tours, workshops and seminars in which visitors can participate as desired. TREx is an important networking event for the international garden industry. Meet colleagues from all over Europe, leading suppliers and numerous retail experts.

TREx offers visitors a complete day program with free drinks, snacks and lunch. Visit is free for retailers in the gardening industry.

10 REASONS TO VISIT TREX

- 1 A wealth of information and inspiration for all kinds of visitors
- 2 Visitors rate TREx with an 8/10.
95 % indicated to visit TREx again
- 3 150 Leading suppliers present all relevant product categories
- 4 13,000 m² New products and concepts
- 5 New ways to increase your sales
- 6 The most important players in the industry, all under one roof
- 7 Networking in a pleasant, green environment
- 8 Arouse your creativity
- 9 Taste the TREx hospitality
- 10 Upgrade your visit with the Garden Center Tour on February 11th



REIMAGINE green retail



THEME 2020

The garden consumer articles have changed 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



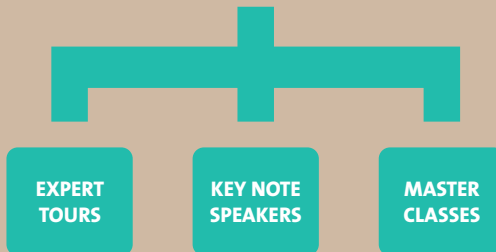
COMPLETE DAY PROGRAMME:
COMPOSE YOUR OWN SCHEDULE



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





TICKETS

The Garden Retail Experience is freely accessible to retailers and employees in the green retail industry. Other visitors pay €69,50 including lunch, drinks and snacks.

Book tickets on www.tr-ex.eu

HOTEL STAYS

There are various hotels in the vicinity. There is a special arrangement available at Hotel Van der Valk Haarlem. Check for options and bookings www.tr-ex.eu.

OPENING HOURS TREX 12-13 FEB

- 09.00 Reception with coffee & cake
- 09.30 Start programme
- 17.00 Networking drink (13 Feb. 16.00)
- 18.00 Closure (13 Feb. 17.00)

EVENT LOCATION

Expo Haarlemmermeer
Stelling 1
2141 SB Vijfhuizen
The Netherlands

GARDEN CENTER TOUR

Upgrade your visit to TREx with the Garden Center Tour on February 11th along three inspirational paragons of Dutch garden retail.

The guided tour visits three inspirational garden centers. Price €99 including lunch and bustour, sign up at www.tr-ex.eu.

ORGANISATION

The Garden Retail Experience is organized by TPK Media & Events, publisher of the leading trade magazines TuinZaken, Garden Retailer and DPK Florist Magazine.

WWW.TR-EX.EU

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