

Make an entrance!

With your individual presentation in the official trade fair media

- You can introduce your range of products and services even **before the trade fair starts**
- You guide new customers to your booth **during the trade fair**
- You will create a lasting memory in your customers' mind **when the trade fair is over**

We lend you a helping hand by providing the suitable advertising options for your successful participation.



OFFICIAL FAIR MEDIA

IPM ESSEN 2022



EXHIBITION CATALOGUE ○ ONLINE CATALOGUE ○ HALL PLAN

- ▷ EXHIBITORS DATA.....ORDER FORM 1
- ▷ PACKAGES..... ORDER FORMS 2–5
- ▷ LIST OF EXHIBITORSORDER FORM 6
- ▷ TRADEMARKORDER FORM 7
- ▷ LOGO GUIDEPOST/HALL PLAN LOGO FAIRGROUND.....ORDER FORM 8
- ▷ LIST OF EXHIBITS WITH EXHIBITORS..... BESTELLSCHNEINE 9, 9.1–9.3
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**PLEASE SAVE THE PDF
ONTO YOUR DEVICE BEFORE
PROCESSING YOUR ORDER**



ORDER FORM

1



Exhibitor's data

Closing date: 01.12.2021

Contractual partner is Messe Essen GmbH.
Calculation will be made on behalf of and for the account of Messe Essen.



Messe Essen GmbH
Messeplatz 1, 45131 Essen
Amtsgericht Essen, HRB2, CEO: Oliver P. Kuhrt,
Ust.-Identnummer: DE119823881

Service partner of Messe Essen:

Hanseatic Dialog GmbH
Bahnhofstraße 28–31
28195 Bremen

E-Mail: ipm@hanseatic-dialog.de
Telefon: +49 421 696222746

Exhibitor data

Your following statements will be used to create the entries in the official trade fair media.
An order will only be effected when you have explicitly ordered the entries on the following pages.

Included in the media fee are

- Basic entry containing company name, full postal address and communication data in the exhibitors list
- 1 product category entry containing company name, city and country (order form 9.1)

We are main exhibitor

We are co-exhibitor with: _____

To be listed alphabetically under letter:

Company name

Street

Postal code, place and country

Postal code and P.O. Box

Phone

Fax

Email

Internet

Contact person for queries

Sir/Madame

Phone

Email



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Packages

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Special offer!

Starter Package

We have gathered the most important entry formats with a guarantee to draw the attention to your company in a package.
Rely on our expertise and look forward to a successful trade fair participation.

The starter package contains:

- ➔ **Basic entry (free of charge)**
- ➔ **Company logo in the alphabetical list of exhibitors** ①
- ➔ **Logo guidepost** ① ②
- ➔ **1 Entry in the product index**
Already included in the media fee

Regarding the listing of the offer categories ➔


You can book further offer categories or additional entries with order form 9, 9.1 – 9.3

You save
€ 45.–
as opposed to
ordering separately

We hereby order the Starter package

€ 269.– (+VAT)

- ① Please send your requested logo for publishing in one of the following formats: .ai, .eps, .png (alternatively .jpg, .tif, .svg) – by e-mail to: ipm@hanseatic-dialog.de
Maximum size: 45 mm ↔ x 15 mm ↓
Basic price for logo-publishing
For checking and adjusting your logo to an optimal media presentation (if applicable), we charge a one-time payment of **€ 25.– (+VAT)** per logo submission.
- ② In case of multiple booth areas, the total price will be adjusted accordingly.

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You want more?

Professional Package

*The more entry formats you choose, the quicker and more often you will be found!
This package ensures your professional presentation in the official trade fair media.*

The professional package contains:

- ⇒ **Basic entry** (free of charge)
- ⇒ **Company logo in the alphabetical list of exhibitors** ①
- ⇒ **Logo guidepost** ① ②
- ⇒ **2 Entries in the product index**
1 of these is included in the media fee

Regarding the listing of the offer categories →

You can book further offer categories or additional entries with order form 9, 9.1 – 9.3


- ⇒ **2x Communication data** (address, phone, fax, e-mail, and Internet address) index
- ⇒ **2x Product terms in the exhibitor entry**

You save
€ 134.–
as opposed to
ordering separately

We hereby order the Professional Package

€ 545.– (+VAT)

- ① Please send your requested logo for publishing in one of the following formats: .ai, .eps, .pdf (alternatively .jpg, .tif, .svg) – by e-mail to: ipm@hanseatic-dialog.de
Maximum size: 45 mm ↔ x 15 mm ↓
Basic price for logo-publishing
For checking and adjusting your logo to an optimal media presentation (if applicable), we charge a one-time payment of **€ 25.– (+VAT)** per logo submission.
- ② In case of multiple booth areas, the total price will be adjusted accordingly.

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Leave nothing to chance?

Premium Package

The package that makes the difference! With the following entry formats,
you will lead visitors directly to your company

The premium package contains:

- ➔ **Basic entry (free of charge)**
- ➔ **Company logo in the alphabetical list of exhibitors** ①
- ➔ **Individual advertising text in the alphabetical list of exhibitors (each 150 characters (incl. spaces))**
- ➔ **QR-Code**

Target-URL:

Without target-URL, the QR-code will by default be linked to your internet address as mentioned in the basic entry.

- ➔ **Logo guidepost** ① ②
- ➔ **2 Entries in the product index**
1 of these is included in the media fee

Regarding the listing of the offer categories ➔

You can book further offer categories or additional entries with order form 9, 9.1 – 9.3

- ➔ **2x Communication data (address, phone, fax, e-mail, and Internet address) in the product index**
- ➔ **2x Logo in the product index** ①
- ➔ **2x Product terms in the exhibitor entry**
- ➔ **1 Fullsize Banner** ③

You save
€ 524.–
as opposed to
ordering separately

We order the Premium package


€ 1,241.– (+VAT)

- ① Please send your requested logo for publishing in one of the following formats: .ai, .eps, .pdf (alternatively .jpg, .tif, .svg) – by e-mail to: ipm@hanseatic-dialog.de
Maximum size: 45 mm ↔ x 15 mm ↓

Basic price for logo-publishing

For checking and adjusting your logo to an optimal media presentation (if applicable),
we charge a one-time payment of **€ 25.– (+VAT)** per logo submission.

- ② In case of multiple booth areas, the total price will be adjusted accordingly.
- ③ Please send your banner material to: ipm@hanseatic-dialog.de. The format of the banners (static or animated) should be GIF or JPG. Please deliver the link to your homepage as a *.txt file.

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Maximum visibility and attention!

Logo Package XXL

Publish your logo in all communication channels regardless of how the visitor carries out their research!

By booking the logo package XXL, your logo will appear:

- in the list of exhibitors in the printed catalogue
- to all your product entries in the product index
- on the site plan in the catalogue and in the booklet „Hall Plans“
- in the alphabetical exhibitors list in the „Hall Plans“ (incl. highlighting of name and booth area in the plan)

On top, the XXL package affords you a discount of 10% compared to booking the same logos individually.


The following logos are included in the Logo Package XXL:

- ➡ **Company logo in the alphabetical list of exhibitors**
- ➡ **Logo in the product index to all your product entries**
- ➡ **Logo guidepost**
- ➡ **Site plan logo**

**NEW!
LIMITED!
10% DISCOUNT!**

We order the Logo Package XXL


€ 893.– (+VAT)

 Please send your requested logo for publishing in one of the following formats: .ai, .eps, .png (alternatively .jpg, .tif, .svg) – by e-mail to: ipm@hanseatic-dialog.de

Maximum size: 35 mm ↔ x 12 mm ↓

Basic price for logo-publishing

For checking and adjusting your logo to an optimal media presentation (if applicable), we charge a one-time payment of **€ 25.– (+VAT)** per logo submission.

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List of exhibitors

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Nobody will overlook this!

Logo in the list of exhibitors

With your company logo or brand in the alphabetical list of exhibitors you will upgrade your entry and stand out from your competitors.
Your company logo will appear in the official trade fair catalogue.

We order our company logo in the alphabetical list of exhibitors

€ 115.– (+VAT)



Please send your requested logo for publishing in one of the following formats: .ai, .eps, .png (alternatively .jpg, .tif, .svg) – by e-mail to: ipm@hanseatic-dialog.de

Maximum size: 35 mm ↔ x 12 mm ↑↓

Basic price for logo-publishing

For checking and adjusting your logo to an optimal media presentation (if applicable), we charge a one-time payment of € 25.– (+VAT) per logo submission.

Win new customers

Individual advertising text

An individual short presentation of your company will attract especially those trade fair visitors, who do not yet know you.
The text will appear in the official trade fair catalogue together with your exhibitor's entry.

We order our individual advertising text in the alphabetical list of exhibitors

per 150 characters (incl. spaces)
€ 89.– (+VAT)



The advertising text can be supplied by email to: ipm@hanseatic-dialog.de

Plenty of information with a small footprint

QR code

There's no quicker and easier way to gather information about your offerings.


We order the QR code in the alphabetical list of exhibitors

€ 109.– (+VAT)

Target-URL: _____



Without target URL, the QR code will by default be linked to your Internetaddress as mentioned in the basic entry.

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ORDER FORM

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Trademark

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Set your mark!

Trademark entry

Increase brand awareness.

Cultivate your good name by booking an entry in the special trademark list.

The trademark entry with logo will be completed by your company name and address.

We hereby order the following trademark entry/entries

each € 175.– (VAT)



Please send your requested logo for publishing in one of the following formats: .ai, .eps, .png (alternatively .jpg, .tif, .svg) – by e-mail to: ipm@hanseatic-dialog.de

Maximum size: 45 mm ↔ x 15 mm ↑↓

Basic price for logo-publishing

For checking and adjusting your logo to an optimal media presentation (if applicable), we charge a one-time payment of € 25.– (+VAT) per logo submission.



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ORDER FORM

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Logo Guidepost/ Hall plan logo fairground

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A guide for your customers

Logo Guidepost

Draw the visitors' attention directly to your booth by placing your company logo in the alphabetical short list of the separate booklet "Plans of the halls" and on the stationary advertising media on site - you will not be overlooked! Furthermore, your company name will be highlighted in the exhibitor list in the booklet incl. marking of your stand area in the hall plan.

We hereby order the logo guidepost

€ 199.- (+VAT)/per booth



Please send your requested logo for publishing in one of the following formats: .ai, .eps, .png (alternatively .jpg, .tif, .svg) – by e-mail to: ipm@hanseatic-dialog.de

Maximum size: 45 mm ↔ x 15 mm ↑↓

(On site, your logo will be adjusted to the size of your stand shown in the hall plan.)

Basic price for logo-publishing

For checking and adjusting your logo to an optimal media presentation (if applicable), we charge a one-time payment of € 25.- (+VAT) per logo submission.

LIMITED

Your trademark/company logo on the site plan

Logo on site plan in Catalogue and separate Hall Plan

Make a striking impression! The site plan is an indispensable guide for many visitors. Position your logo/trademark here in one of the exclusive spots and lead visitors straight to your stand! Your hall and booth number will be added in bold type (catalogue, hall plan booklet).

The logo on the site plan is limited to 4 spots.

We hereby order the site plan logo

each € 475.- (+VAT)



Please send your requested logo for publishing in one of the following formats: .ai, .eps, .png (alternatively .jpg, .tif, .svg) – by e-mail to: ipm@hanseatic-dialog.de

Maximum size: 45 mm ↔ x 15 mm ↑↓

Basic price for logo-publishing

For checking and adjusting your logo to an optimal media presentation (if applicable), we charge a one-time payment of € 25.- (+VAT) per logo submission.

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List of exhibits with exhibitors

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Make new contacts!

Product entry*

Visitors will find your booth by looking for the products and services you advertise.
Support your business with new customers by placing entries in the product categories.
The entry in the list of exhibits includes your company name, city, country and booth number, hall/stand and will be published in the official trade fair catalogue.
1 product entry is free of charge (included in the media fee).

Each further product entry
in a product category
each € 69.– (+VAT)

Direct contact

Communication data**

Give those who are interested in your products the chance to contact you directly.
Don't leave this opportunity to your competitors. Communication data in the list of exhibits include your company's address, telephone and fax numbers, e-mail and Internet addresses.

each € 79.– (+VAT)


Nobody will overlook this!

Company logo**

Your company logo or brand upgrades your entry, and you will stand out from your competitors.
Your company logo will appear in the list of exhibits.

each € 109.– (+VAT)

Please use the logo from previous event

-  Please send your requested logo for publishing in one of the following formats: .ai, .eps, .png (alternatively .jpg, .tif, .svg) – by e-mail to: ipm@hanseatic-dialog.de
Max. format: 35 mm ↔ × 12 mm ↑↓

Basic price for logo-publishing

For checking and adjusting your logo to an optimal media presentation (if applicable), we charge a one-time payment of € 25.– (+VAT) per logo submission.

Win even more new customers

Individual advertising text**

Reach out to your target group without any scattering loss.
Give interested visitors more information on your products.

each 150 characters € 89.– (+VAT)


-  The advertising text can be supplied by email to: ipm@hanseatic-dialog.de


Your most important products at a glance

Product terms in the exhibitor entry**

Add more information to your entry in the list of exhibitors by publishing selected terms from the product list.
These terms will then be published in the alphabetical list of exhibitors in the catalogue.

€ 69.– (+VAT) each

-  * The first product entry is free.
** Only in connection with an ordered product entry!

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ORDER FORM

9.1



List of exhibits with exhibitors

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We order the following entries to above prices

Please mark as appropriate! 1 product entry is free of charge (as part of the media fee).

Product entry from the 2nd entry each 69.- €
Communication data each 79.- €
Logo each 109.- €
Advertising text each 150 characters 89.- €
Product terms each 69.- €

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	01 PLANTS
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1.1 Flowering pot plants
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1.1.1 Young plants
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1.1.2 Basic commodities
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1.1.3 Finished goods
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1.2 Green plants
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1.2.1 Young plants
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1.2.2 Basic commodities
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1.2.3 Finished goods
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1.3 Hydroponics
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1.3.1 Young plants
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1.3.2 Basic commodities
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1.3.3 Finished goods
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1.4 Vegetables
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1.4.1 Young plants
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1.4.2 Finished goods
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1.5 Nursery plants
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1.5.1 Young plants
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1.5.2 Basic commodities
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1.5.3 Finished goods
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1.5.4 Decorative logs, cut evergreen foliage
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1.5.5 Christmas trees
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1.6 Perennials
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1.6.1 Young plants
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1.6.2 Basic commodities
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1.6.3 Finished goods
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1.7 Palms
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1.7.1 Young plants
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1.7.2 Basic commodities
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1.7.3 Finished goods

Product entry from the 2nd entry each 69.- €
Communication data each 79.- €
Logo each 109.- €
Advertising text each 150 characters 89.- €
Product terms each 69.- €

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1.8 Cut flowers
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1.9 Bonsai
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1.10 Seeds
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1.11 Flowerbulbs
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1.12 Sales Promotion
					02 TECHNOLOGY
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.1 Green-house construction
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.1.1 Green houses
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.1.2 Plastic greenhouses and foil tunnels
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.1.3 Interior equipment and accessories
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.1.4 Beds
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.1.5 Tables
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.1.6 Shadings
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.1.7 Illumination
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.1.8 Exposure
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.1.9 Air supply and ventilation equipment
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.1.10 Irrigation and drainage systems
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.1.11 Filter systems
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.2 Measuring and regulation equipment
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.2.1 Measuring and regulation
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.2.2 CO2 gassing etc.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.2.3 Climate Control
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.3 Heating systems
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.3.1 Gas
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.3.2 Oil (heavy and light oil)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.3.3 Solid fuels

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Terms and conditions of MESSE ESSEN GmbH apply.

ORDER FORM

9.2



List of exhibits with exhibitors

Closing date: 01.12.2021

Contractual partner is Messe Essen GmbH.
Calculation will be made on behalf of and for the account of Messe Essen.



Messe Essen GmbH
Messeplatz 1, 45131 Essen
Amtsgericht Essen, HRB2, CEO: Oliver P. Kuhrt,
Ust-Identnummer: DE119823881

Service partner of Messe Essen:

Hanseatic Dialog GmbH
Bahnhofstraße 28-31
28195 Bremen

E-Mail: ipm@hanseatic-dialog.de
Telefon: +49 421 696222746

We order the following entries to above prices

Please mark as appropriate! 1 product entry is free of charge (as part of the media fee).

<div>Product entry from the 2nd entry each 69.- €</div> <div>Communication data each 79.- €</div> <div>Logo each 109.- €</div> <div>Advertising text each 150 characters 89.- €</div> <div>Product terms each 69.- €</div>					
▼	▼	▼	▼	▼	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.3.4 Alternative energies
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.4 Machinery and equipment
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.4.1 Machinery and equipment for sowing
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.4.2 Machinery and equipment for planting
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.4.3 Machinery and equipment for soil treatment
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.4.4 Machinery and equipment for manuring
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.4.5 Pot washing-machines
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.4.6 Potting and repotting automates
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.4.7 Machinery and equipment for gardening
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.4.8 Machinery and equipment for cemetery gardening
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.4.9 Machinery and equipment for tree nurseries
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.4.10 Screening and mixing equipment
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.4.11 Packaging and palletising equipment
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.5 Soil, peats and substrates
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.6 Plant protection
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.6.1 Plant protection agents
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.6.2 Sprayers and atomizers
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.6.3 Soil dampers
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.6.4 Weedkillers
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.6.5 Disinfection (chemical)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.6.6 Fertilizers
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.6.6.1 Liquid fertilizing
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.6.6.2 Mineral fertilizers

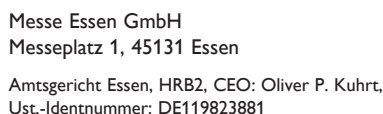
<div>Product entry from the 2nd entry each 69.- €</div> <div>Communication data each 79.- €</div> <div>Logo each 109.- €</div> <div>Advertising text each 150 characters 89.- €</div> <div>Product terms each 69.- €</div>					
▼	▼	▼	▼	▼	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.6.6.3 Organic fertilizers
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.6.7 Pest control
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.7 Pots
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.7.1 Turf growing pots
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.7.2 Paper plant propagation
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.7.3 Seedling pots, culture and transport trays made of plastic
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.7.4 Plastic plants pots
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.8 Irrigation and drainage systems
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.8.1 Irrigation and drainage systems for the field
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.8.2 Well construction
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.8.3 Pumps
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.8.4 Water conditioning plants
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.9 Cooling
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.9.1 Cooling systems for florists
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.9.2 Cooling systems for vegetable gardening
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.10 Transportation and lifting equipment
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.11 Commercial vehicles and trailers
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.12 Engineering for Nursery
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.13 Engineering for fruit and vegetable growing
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.14 Engineering for garden and landscape technics
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.14.1 Tools for garden and landscape technics
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.15 Sales Promotion

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Closing date: 01.12.2021

Service partner of Messe Essen:



E-Mail: ipm@hanseatic-dialog.de
Telefon: +49 421 696222746

Please mark as appropriate! 1 product entry is free of charge (as part of the media fee).

<div> <div>Product entry from the 2nd entry each 69.- €</div> <div>Communication data each 79.- €</div> <div>Logo each 109.- €</div> <div>Advertising text each 150 characters 89.- €</div> <div>Product terms each 69.- €</div> </div>						
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4.1.5	Plant supports and stakes
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4.1.6	Fountains
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4.1.7	Ponds
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4.1.8	Aviaries and nesting facilities
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4.1.9	Forcing frames
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4.1.10	Filling and covering materials
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4.1.11	Vertical garden systems
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4.1.12	Bed apportionment
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4.2	Gardening requisites, Sales promotion
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4.2.1	Packaging material (foils, cartons, blisters, cases, ribbons, paper, pallets and labels)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4.2.2	Price labeling
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4.2.3	Selling aids (displays, banners and adhesive labels)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4.2.4	Professional and protective clothing
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4.2.5	Small tools
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4.3	Living accessoires
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4.4	Services
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4.4.1	Shop design and interior equipment
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4.4.2	Software + IT-consulting
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4.4.3	Trade organisations
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4.4.4	Associations, Institutions
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4.4.5	Editors, technical magazines, technical literature
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4.4.6	Insurance
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4.4.7	Logistics



Stamp and legally binding signature

Internet

Contractual partner is Messe Essen GmbH.
Calculation will be made on behalf of and for the account of Messe Essen.



Messe Essen GmbH
Messeplatz 1, 45131 Essen
Amtsgericht Essen, HRB2, CEO: Oliver P. Kuhrt,
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Bahnhofstraße 28–31
28195 Bremen

E-Mail: ipm@hanseatic-dialog.de
Telefon: +49 421 696222746

3 TOP PLACES

On top in the list of exhibitors

Top of exhibitors

Take the lead in the overall list of exhibitors!

As a top exhibitor, your alphabetic sorting will be suspended and you will be seen at first sight as one of max. three exhibitors.

There is no faster way to notice your entry!

Limited ad option for three exhibitors.

We hereby order a top of exhibitors entry

€ 749,- (+VAT)

3 EXCLUSIVE PLACES

On top in your hall

Top of hall

Draw the attention to your company and present yourself as the leader in your hall.

Your entry at the top of the exhibitor list will lead visitors to you without detour.

Ad option limited to three exhibitors per hall.

We hereby order a top of hall entry

€ 549,- (+VAT)

3 EXCLUSIVE PLACES

Leave your competitors behind!

Top of the list entry

Potential buyers search specifically for suppliers. Secure one of three spots each in the important main categories of the product search.

We hereby order a top of the list entry in the ticked product groups listed below


each € 299,- (+VAT)

1 PLANTS

2 TECHNOLOGY

3 FLORISTRY

4 GARDEN FEATURES

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Messe Essen GmbH
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Spread your message

Banner

With a banner ad on the official trade fair website, you will catch the eyes of the visitors. Benefit from the immense advertising effect and increase the number of your leads. Make sure to book your banner space for the relevant trade fair period now in order to attract even more customers. We offer you banner space in attractive formats and in different sections of the online trade fair presentation for your ad message.

Parallax

Your banner remains visible when visitors of the website are scrolling up or down. This intriguing effect guarantees users' attention. Allow yourself to be convinced by looking at our example. Appears both within the exhibitors list and in the news list. Innovative format with a high attention factor!

Ad options limited to 1 place for 2 customers.

Ad format 850 x 566 Pixel

We hereby order a Parallax

€ 1,300.– (+VAT)

EXCLUSIVE

Slider

Appears on HOME - directly integrated in the IPM slider in prominent second place addressing the user in an increasingly emotional way. Exklusivly for one customer.

Ad format 1200 x 483 Pixel

We hereby order a Slider

€ 1,990.– (+VAT)

Floor Ad

Your banner at the bottom across the full width of the screen remains in its place even while scrolling! The big format offers a lot of space for your advertising message. Appears on all sub pages. Ad options limited to 1 place for 2 customers.

Ad format: 1200 x 144 Pixel

We hereby order a Floor Ad

€ 2,050.– (+VAT)

Rectangle banner companies & products

The square banner on the left side of the website is visible during the visitor's entire search process. Thus, you will always remain in the user's field of vision. Appears on the page „Exhibitor List“. Ad options limited to 1 place for 4 customers.

Ad format: 260 x 260 Pixel

We hereby order a Rectangle banner

€ 995.– (+VAT)

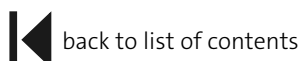
Fullsize Banner

This popular format across the full width of the screen convinces by its subtle presence. Appears in the content on the page „IPM stand activities „and“ framework program „incl. all subpages. Ad options limited to 1 place for 4 customers.

Ad format: 1200 x 144 Pixel

We hereby order a Fullsize banner

€ 670.– (+VAT)



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Advertisements

Closing date: 01.12.2021

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Get maximum attention

Advertisements in the trade fair catalogue and in the separate hall plan

We offer ad formats in the following media:

Trade fair catalogue

This comprehensive medium for trade fair visitors is intensely used as reference prior to, during, and after the trade fair.
By placing ads, you get users' attention for your products.

Hall Plan

The „Hall Plan“ is a handy supplement with the most important information to be carried around easily, its purpose is to provide a quick orientation on the trade fair site. Due to its compact form, it guarantees your ad the maximum attention.

Please accept the following order:

Width x Height in mm

Prices

2/1 Page	250 x 215	€ 1,700.- (+ VAT)
1/1 Page	125 x 215 105 x 195 Type area	€ 1,045.- (+ VAT)
1/2 Page (across)	105 x 95	€ 740.- (+ VAT)
1/4 Seite (across)	105 x 45	€ 540.- (+ VAT)
Cover page / Reverse of dividing cardboard / Bookmark / Inserts		Please submit your offer



Advertisements will be adjusted to your entry.


Production costs will be charged according to time and work.

Coloured advertisements will be printed in 4c (CMYK).

Printing material must be submitted electronically with colour proof:

- via FTP* (login data by e-mail to: ipm@hanseatic-dialog.de)
- CD-ROM*
- Programs: Adobe InDesign, Illustrator
- Formats: .tif, .eps, .jpg (300 dpi minimum; 600 dpi for images incl. lettering)
- High-end PDF (without colour bar and fiducials)
- incl. all used fonts and images

* Please identify the file with the name of the exhibition and your company name.

 [back to list of contents](#)

[Terms and conditions of MESSE ESSEN GmbH apply.](#)

Invoice

Closing date: 01.12.2021

Contractual partner is Messe Essen GmbH.
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Messe Essen GmbH
Messeplatz 1, 45131 Essen
Amtsgericht Essen, HRB2, CEO: Oliver P. Kuhrt,
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Service partner of Messe Essen:

Hanseatic Dialog GmbH
Bahnhofstraße 28–31
28195 Bremen

E-Mail: ipm@hanseatic-dialog.de
Telefon: +49 421 696222746

Invoice recipient

by bank transfer immediately after reception of invoice

see Order Form 1

deviating invoice recipient:

Company name

Street

Postal code, place and country

We send our invoices in pdf format by e-mail. You are therefore kindly asked to let us know the email address of

your accounting department. _____

Should you wish to continue receiving paper invoices, please let us know.


VAT Registration Number

We ask you to enter your VAT Registration Number:

VAT Reg No _____

Since the change in the legislation by the EU dated January 1st, 2010, we are obliged to charge EU customers, who have not indicated their turnover ID, with German VAT.



 [back to list of contents](#)

[Terms and conditions of MESSE ESSEN GmbH](#) apply.