


## Facts and Figures

### spoga+gafa 2024

<b>Trade fair</b>	spoga+gafa The garden & bbq trade fair	
<b>Date of the event</b>	16 - 18 June 2024 Koelnmesse GmbH Messeplatz 1	
<b>Organiser</b>	50679 Köln - Germany	
<b>Industry sponsor</b>	Industrieverband Garten (IVG) e.V. Wiesenstrasse 21 a1 40549 Düsseldorf - Germany	spoga+gafa Cologne 16. - 18.06.2024  <a href="http://www.spogagafa.com">www.spogagafa.com</a>
<b>Venue</b>	Cologne Exhibition Center	
<b>Event frequency</b>	Annual	Contact: Astrid Barkowski Maria Garofalo Andre Hecht  Tel. +49 221 821-2543 +49 221 821-2545 +49 221 821 2646  E-mai <a href="mailto:a.barkowski@koelnmesse.de">a.barkowski@koelnmesse.de</a> <a href="mailto:m.garofalo@koelnmesse.de">m.garofalo@koelnmesse.de</a> <a href="mailto:a.hecht@koelnmesse.de">a.hecht@koelnmesse.de</a>
<b>Opening hours</b>	For visitors of the trade fair in Cologne: 16.06.2024: 9:00 a.m. to 6:00 p.m. 17.06.2024: 9:00 a.m. to 6:00 p.m. 18.06.2024: 9.00 a.m. to 5:00 p.m.  For exhibitors of the trade fair in Cologne: 16.06.2024: 8:00 a.m. to 7:00 p.m. 17.06.2024: 8:00 a.m. to 7:00 p.m. 18.06.2024: 8.00 a.m. to 6:00 p.m.	
<b>Product segments</b>	<b>garden living</b> (Garden Furniture, Decoration & Equipment, Sports & Games, Camping & Leisure), <b>garden creation &amp; care</b> (Plants & Flowers, Biochemistry & Soils, Machines & Accessories, Tools & Accessories, Garden Equipment & Sheds, Water & Light), <b>garden bbq</b> (The world's largest barbecuing fair - Grill & BBQ, Outdoor Kitchens & Accessories, Outdoor Kitchen World, Start-Up Area BBQ), <b>garden unique</b> (exclusive presentations in the outdoor living section)	Koelnmesse GmbH Messeplatz 1 50679 Cologne P.O.Box 21 07 60 50532 Cologne Germany Tel. +49 221 821-0 Fax +49 221 821-2574 <a href="mailto:info@koelnmesse.de">info@koelnmesse.de</a> <a href="http://www.koelnmesse.de">www.koelnmesse.de</a>
<b>Mailing of application forms to exhibitors</b>	June 2023	
<b>Hall allocation</b>	3, 4, 5, 6, 7, 8, 9, 10, 11.1, 11.2, Passage 4/5	

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<b>Build up period</b>	<b>Halls 3 - 11</b>
	Monday, 10.06.2024: 6:00 a.m. - midnight Tuesday, 11.06.2024 - Friday, 14.06.2024: midnight - midnight Saturday, 15.06.2024: midnight - 6:00 p.m.
	<b>Outdoor area hall 6/7 + hall 7/8</b>
	Saturday, 15.06.2024: from 4:00 p.m.
<b>Dismantling period</b>	<b>In the halls</b>
	Tuesday, 18.06.2024: 5:00 p.m. - midnight Wednesday, 19.06.2024: midnight - midnight Thursday, 20.06.2024: midnight - 6:00 p.m.
	<b>In the outdoor area</b>
	Tuesday, 18.06.2024: 4:00 p.m. - 7:00 p. m.
<b>Entrance rights</b>	Only for trade visitors
<b>Target groups of exhibitors:</b>	Exhibitors in accordance with the list of products.
<b>Target groups of visitors:</b>	Retail Trade, Specialist Wholesale, Garden Centers, DIY stores, Department Stores, Furniture Trade, Mail Order Business, Architects, Purchasing Agents of Contract Business <ul style="list-style-type: none"> <li>• 90 % of the respondents are involved in procurement decisions, 40 % of them were even key decision-makers.</li> <li>• 70 % from abroad (top countries: GB, IT, ES, FR, NL)</li> <li>• Largest Group: Industry, Specialist Retail Trade, Specialist Wholesale, Service Provider, Department Stores, Shopping Centers and Mail Order</li> <li>• 80 % of the visitors were satisfied or even very satisfied with the success in realizing their goal at the fair.</li> <li>• 91 % would recommend the trade fair to their important business contacts.</li> </ul>

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### Event figures

(expected in 2024)

Exhibitors	1,800
Gross exhibition space	230,000 sqm
Visitors	30,000

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Project management	Stefan Lohrberg
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