

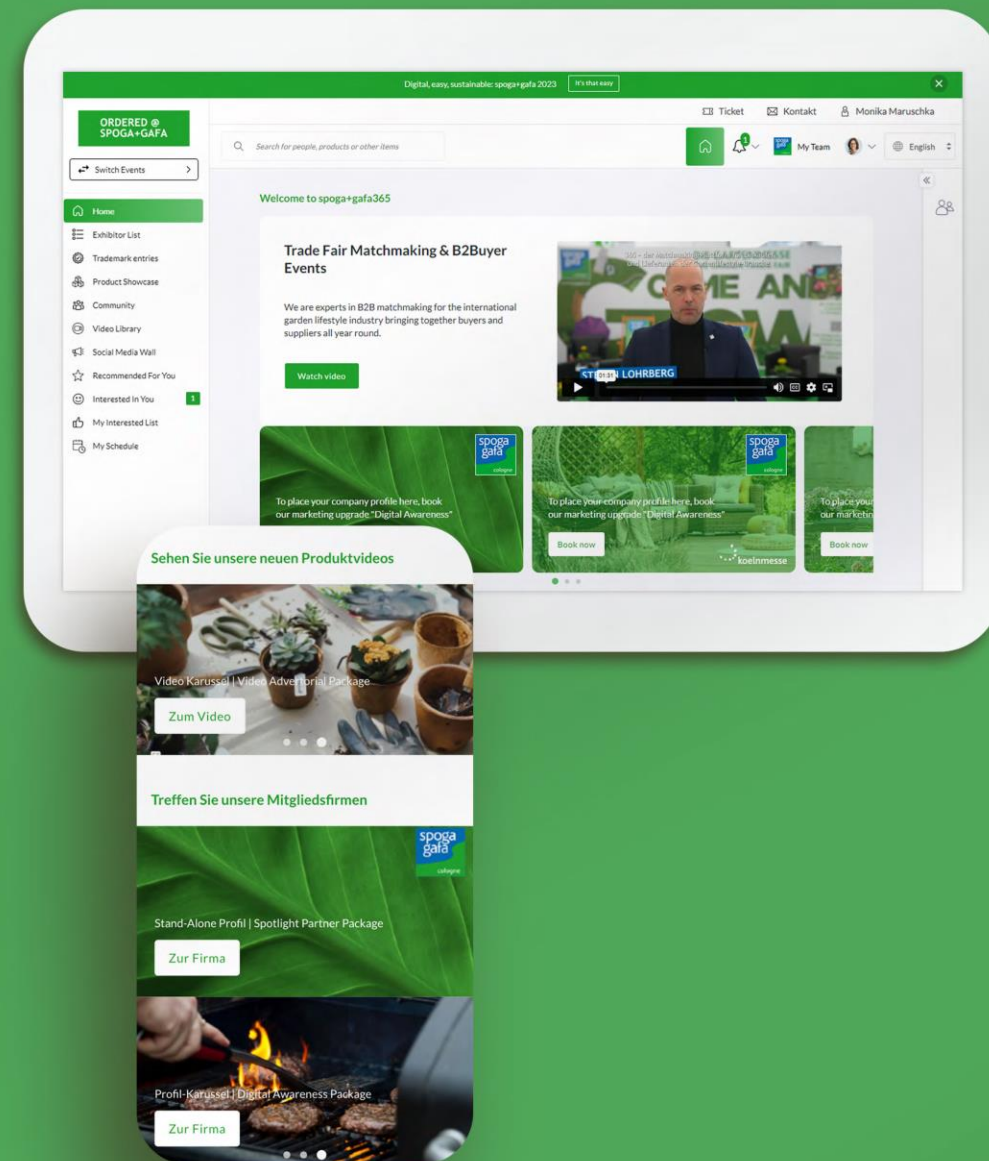
# spoga+gafa365

The matchmaking platform  
for buyers and suppliers of  
the garden lifestyle industry

# We are experts in **B2B matchmaking** within the international garden lifestyle industry and bring together buyers and suppliers.

We now offer you this added value beyond our leading world trade fair on our innovative matchmaking platform spoga+gafa365. All year round. Worldwide. Digital.

- Efficient, year-round product, supplier and new business scouting thanks to AI supported technology
- Tailored target group through a growing spoga+gafa community with currently around 15,000 active users
- Presentation of the company and its products in the virtual showroom on the web platform and in the spoga+gafa app
- 24/7/365 access to all relevant business contacts, including online tools in for communication and meeting management
- Easy preparation and follow-up of the trade fair through state-of-the-art trade fair matchmaking
- B2Buyer events with virtual 1:1 meetings between selected buyers and vetted suppliers



Included in the  
marketing package  
for exhibitors  
@spoga+gafa

# Join us: Virtual showroom

As spoga+gafa exhibitor, your company automatically receives a virtual showroom at spoga+gafa365 and thus the opportunity to present itself and its products via web and, during the trade fair period, also via the spoga+gafa app. Just a few clicks and you will collect qualified leads from the spoga+gafa network of around 15,000 active users, even beyond the trade fair period.

The contact person named when registering for the trade fair only has to log into the website area of spoga+gafa365 with the access data of the personal Koelnmesse account ([www.spogagafa.com](http://www.spogagafa.com)) and activate the company team during the initial onboarding. After that, further team members can be invited and the showroom can be designed.

You are not exhibiting at spoga+gafa in Cologne?

Then book the virtual company showroom at spoga+gafa 365 for € 150 per month.

You would like to upgrade your showroom?

You can add an unlimited number of team members and products to your virtual showroom. Customers who want to take their showroom presence to an even higher level can book an iFrame interface for a one-time fee of € 1,800 which is tied to the subscription term of your showroom and allows you to additionally integrate 3D product scans or promotional films.



## B2Buyer event

From now on, only get to know the business partners that are right for you - all year round at the curated B2Buyer events on our matchmaking platform spoga+gafa365.

Based on preferences, our matchmaking algorithm brings together selected buyers and vetted suppliers from the garden lifestyle industry in 1:1 business meetings.

The events take place several times a year on specific spoga+gafa product categories (including Grill & BBQ, Outdoor Furniture & Decoration, Garden Equipment).

# Join us:

## B2Buyer event



# The steps to the perfect match at your **B2Buyer event:**

## APPLY

Fill out our online registration for buyers or suppliers at [www.spogagafa.com](http://www.spogagafa.com).

We will then contact you and consult with you personally.

01

## REGISTER

With the start of the pre-event phase, use the event link in the welcome e-mail or within spoga+gafa365 and create your personal event profile by going through the onboarding process and answering all the questions. The more you reveal about yourself, the better we can match you with the available business partners.

02

## MATCH

Our innovative matchmaking algorithm will then select potential buyers or suppliers based on your event profile and suggests them to you under "Recommended for You".

03

## SELECT

After a few days (via e-mail we will inform you about the right time) you rank your recommendations according to whether you want to meet participants in any case (Must Meet), would like to meet (Meet) and do not want to meet (No thanks).

04

## CHECK

After the pre-event phase you will receive your individual meeting calendar, which will be published one week prior to the B2Buyer event.

If you need last minute changes because you are unable to attend a meeting or need to be replaced, please contact us.

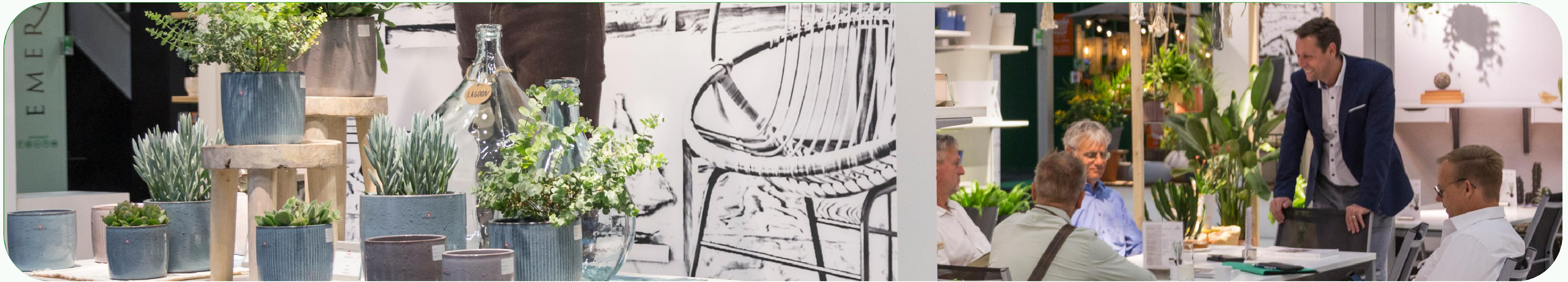
05

## MEET

Meet the right buyers or suppliers in your virtual 1:1 business meetings during the B2Buyer event. You have 25 minutes per meeting with a 5 minutes break in between.

06

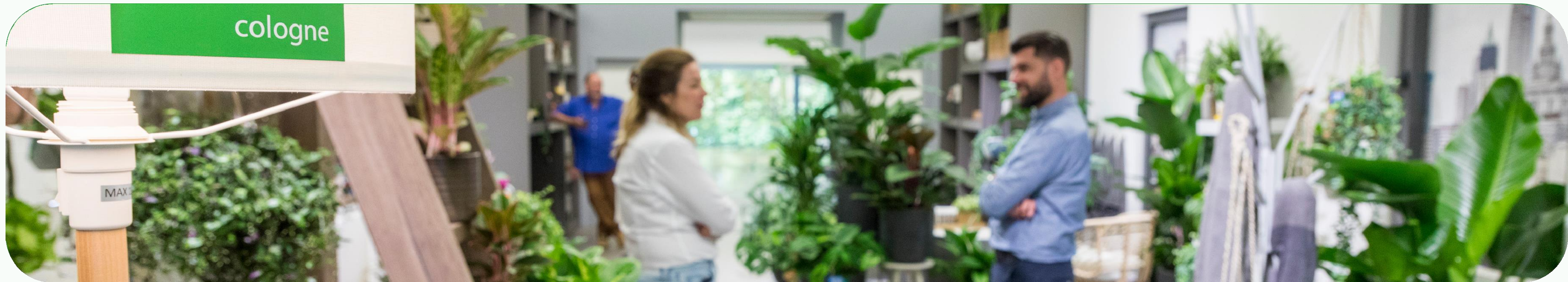




# Benefits of spoga+gafa365 at one glance: for buyers.

- Efficient product and supplier scouting
- Quick overview of product innovations, industry trends and newcomers
- Extensive, international industry database with detailed search filters for suppliers and products
- Exclusive video library including product videos
- AI supported recommendations and B2B matchmaking events with vetted suppliers
- Easy supplier approach through direct access to contacts using digital communication tools
- Continuous network building in connection with annual industry meeting at the world's leading trade fair in Cologne
- Digital preparation and follow-up of the trade fair including a meeting arrangement tool





# Benefits of spoga+gafa365 at one glance: for suppliers.

- Efficient new customer acquisition and automatic lead generation via web platform and app
- Comprehensive industry database with detailed search filters on buyers
- Easy buyer approach through direct access to contacts using digital communication tools
- AI-powered person-to-person recommendations and B2B matchmaking events with selected buyers
- Easy preparation and follow-up of the trade fair through digital search of participants as well as lead tracking
- Continuous network in connection with annual industry meeting at the world's leading trade fair in Cologne
- Extensive company and product presentation in the virtual showroom (unlimited number of products and team members in 2023)
- Quick overview of market trends, innovations, competition and newcomers

# Digital Marketing Upgrades

Take advantage of our marketing upgrades to ideally support your presence at the trade fair in Cologne and on the matchmaking platform spoga+gafa365. We offer three different packages that give you additional online reach and branding:

## Spotlight Partner

Max. 1 Partner

- ✓ Logo login page spoga+gafa365
- ✓ Logo navigation bar spoga+gafa365
- ✓ Standalone block landing page spoga+gafa365
- ✓ Only trade fair package<sup>1</sup>: Profile carousel homescreen spoga+gafa app
- ✓ 1 × LinkedIn posting + social media wall spoga+gafa365
- ✓ 1 × Social media graphic

**5.990 €**

Trade fair package<sup>1</sup>

**990 €**

Monthly package<sup>2</sup>

## Digital Awareness

Max. 10 Partner

- ✓ Logo navigation bar spoga+gafa365
- ✓ Banner ad spoga+gafa365
- ✓ Profile carousel landing page spoga+gafa365
- ✓ Only trade fair package<sup>1</sup>: Profile carousel homescreen spoga+gafa app
- ✓ 1 × LinkedIn posting + social media wall spoga+gafa365
- ✓ 1 × Social media graphic

**2.990 €**

Trade fair package<sup>1</sup>

**590 €**

Monthly package<sup>2</sup>

## Video Advertorial

Unlimited

- ✓ Video carousel landing page spoga+gafa365
- ✓ Video entry in media library spoga+gafa365
- ✓ Only trade fair package<sup>1</sup>: Profile carousel homescreen spoga+gafa app
- ✓ 1 × LinkedIn posting + social media wall spoga+gafa365
- ✓ 1 × Social media graphic

**2.990 €**

Trade fair package<sup>1</sup>

**590 €**

Monthly package<sup>2</sup>

<sup>1</sup> Performance period 3 months when booking inside the fair period (May + June)

<sup>2</sup> Performance period 1 calendar month when booking outside the trade fair period (July - April)



# Digital Marketing Upgrades: Spotlight Partner

Stand in the spotlight and draw the attention of every user on spoga+gafa365 to your company's virtual showroom!

Trade fair package  
**2.990 €** (excl. VAT)  
Monthly package  
**590 €** (excl. VAT)

## Package services

Company logo visible on the login page of spoga+gafa365

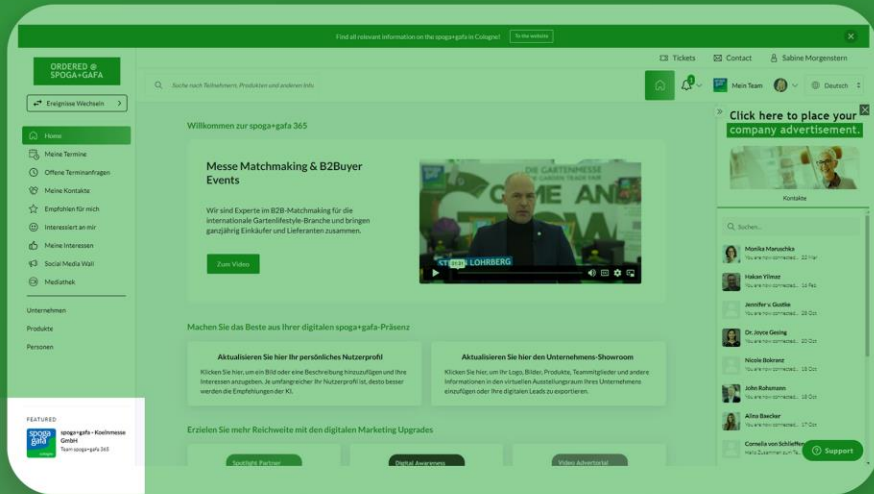
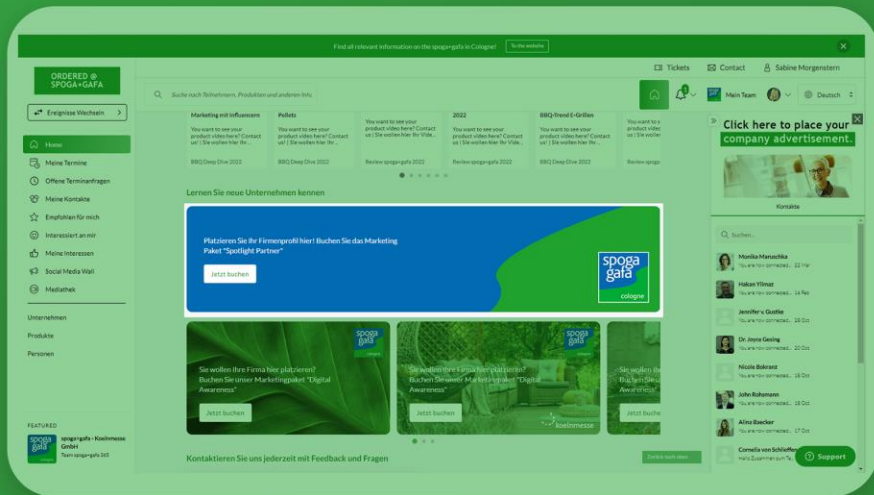
Company logo in the navigation bar of spoga+gafa365 including link to your company showroom

Stand alone block on the landing page of spoga+gafa365 including link to your company profile

Exclusive in trade fair package: Profile carousel on the homescreen of the spoga+gafa app

1 × LinkedIn posting and visibility on the social media wall of spoga+gafa365

1 × Social media graphic for your individual use



# Digital Marketing Upgrades: Digital Awareness

Use attractive advertising placements to draw attention to your company's virtual showroom and exploit the potential for new customers among spoga+gafa365 visitors!

Trade fair package  
**2.990 €** (excl. VAT)  
Monthly package  
**590 €** (excl. VAT)

## Package services

Ad Banner on the landing page of spoga+gafa365 including link to your company profile

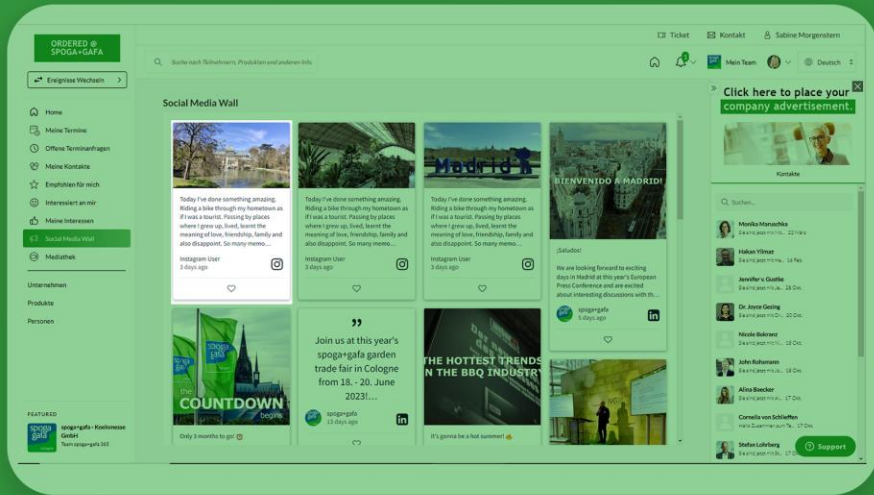
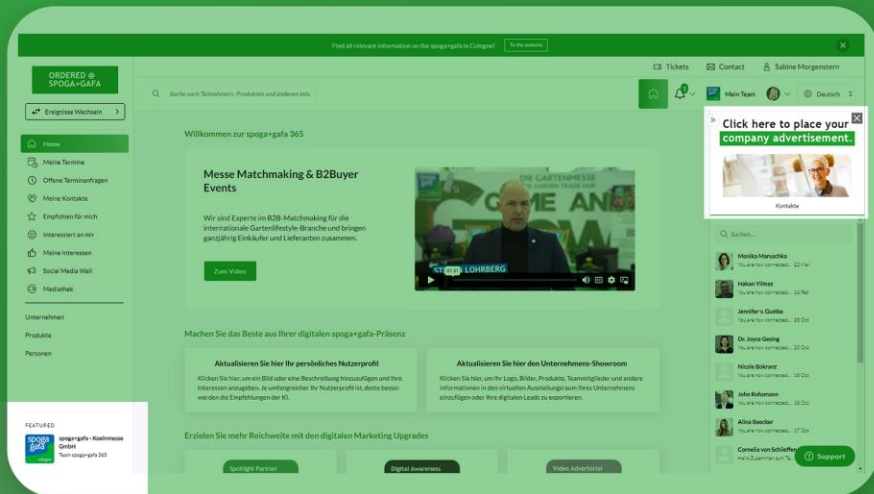
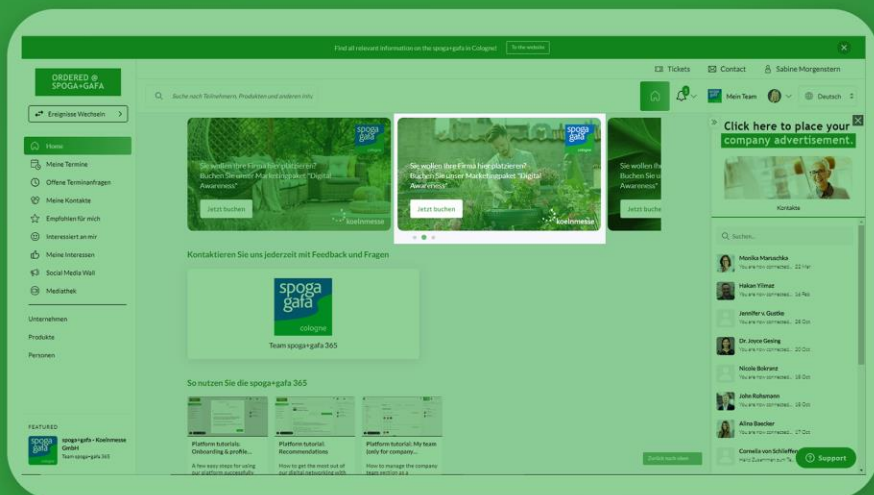
Company logo in the navigation bar of spoga+gafa365 including link to your company showroom

Visibility on the profile carousel on the landing page of spoga+gafa365 including link to your company showroom

Exclusive in trade fair package: Profile carousel on the homescreen of the spoga+gafa app

1 × LinkedIn posting and visibility on the social media wall of spoga+gafa365

1 × Social media graphic for your individual use





# Digital Marketing Upgrades: Video Advertorial

Present your company and your new products to the visitors of spoga+gafa365 in an uncomplicated and authentic way and thus get into conversation with potential new customers!

Trade fair package  
**2.990 €** (excl. VAT)  
Monthly package  
**590 €** (excl. VAT)

## Package services

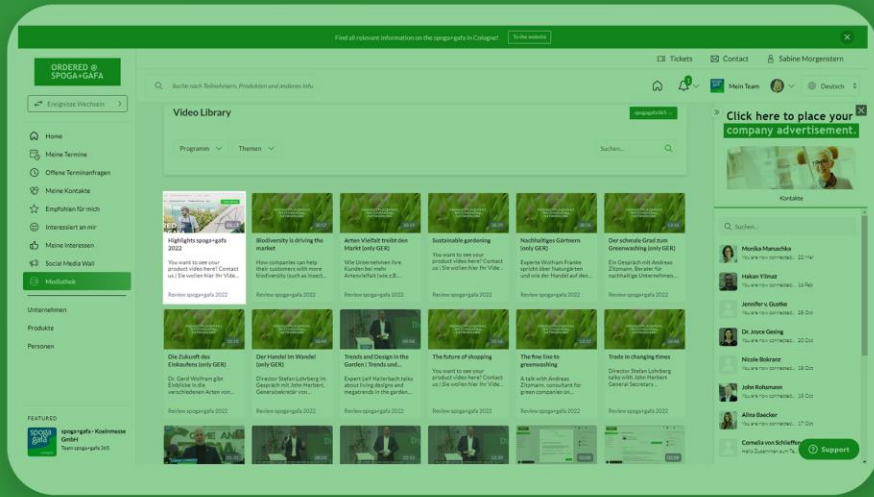
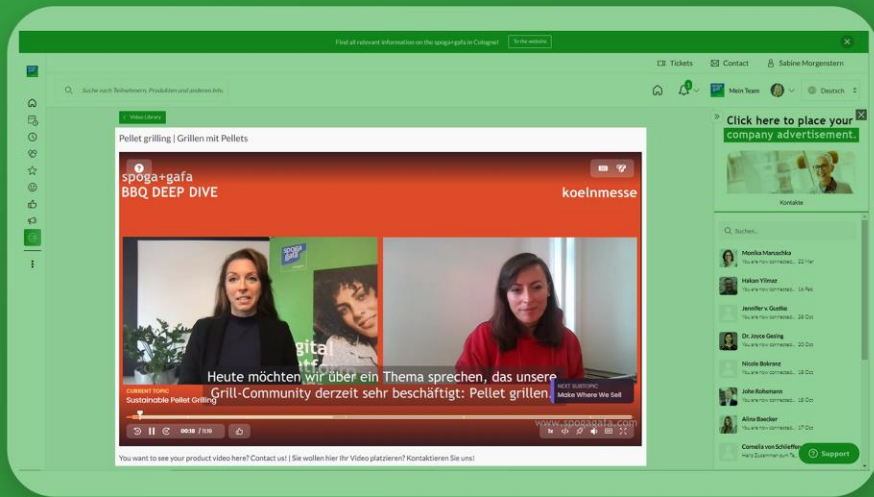
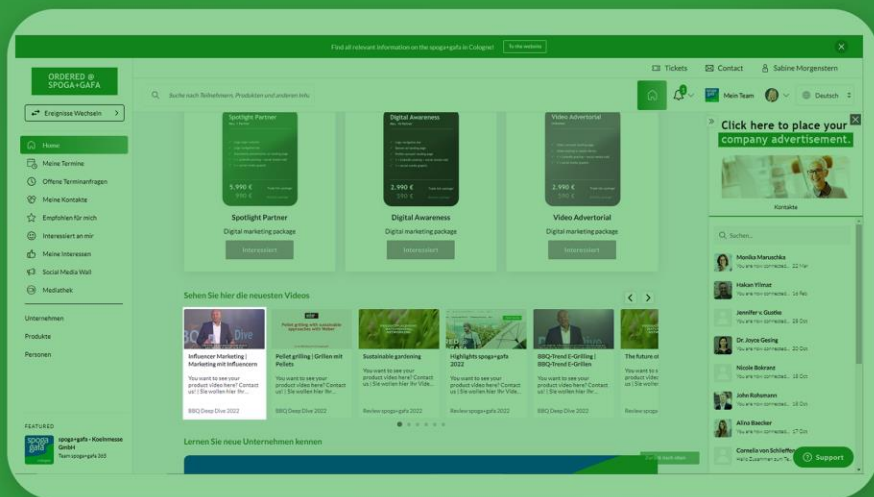
Video Entry (footage length 15 minutes max., performance period 6 months min.) in the video library of spoga+gafa365

Ad banner on the landing page of spoga+gafa365 including link to your company showroom

Exclusive in trade fair package: Profile carousel on the homescreen of the spoga+gafa app

1 × LinkedIn posting and visibility on the social media wall of spoga+gafa365

1 × Social media graphic for your individual use







# Any questions?

Would you like to support your trade fair booth or virtual showroom with additional online reach and branding? Book one of our three Digital Marketing Upgrades here:

[Digital Marketing Upgrades | spoga+gafa](#)

Get in touch regarding the digital marketing upgrades, virtual showrooms or B2Buyer events.

Contact:



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