



THE WORLD'S LARGEST TRADE FAIR FOR GARDEN LIFESTYLE

FLOURISHING BUSINESS ORDERED@SPOGA+GAFA 2022

Secure your early bird advantage now!



Dear exhibitors,
Dear spoga+gafa partners,

No other trade fair is as relevant for the green industry as spoga+gafa - and we are delighted that it will be able to demonstrate that again in 2022! Because the personal exchange and a strong network remain to be the best basis for your success. That is why we have scheduled the largest garden lifestyle trade fair in the world during the industry's best ordering period: It will bring demand and supply together again from 19 to 21 June 2022, both at the Cologne fair grounds and as the digital event, spoga+gafa @home.

What shape will the logistics of tomorrow take on? What will change after the pandemic? Our talk programme entitled "Logistic 2.2 - nontainer or container?" provides answers to questions regarding material procurement and safety. "What's next?"

We offer solutions for the most important challenges of the industry with our trend theme "Sustainable Gardens", and our extensive event programme. Join us in setting the course for innovative solutions and a sustainable development of the sector.

Seize the opportunity to network with global players, top decision-makers, buyers and industry experts from all over the globe at spoga+gafa - and register today!

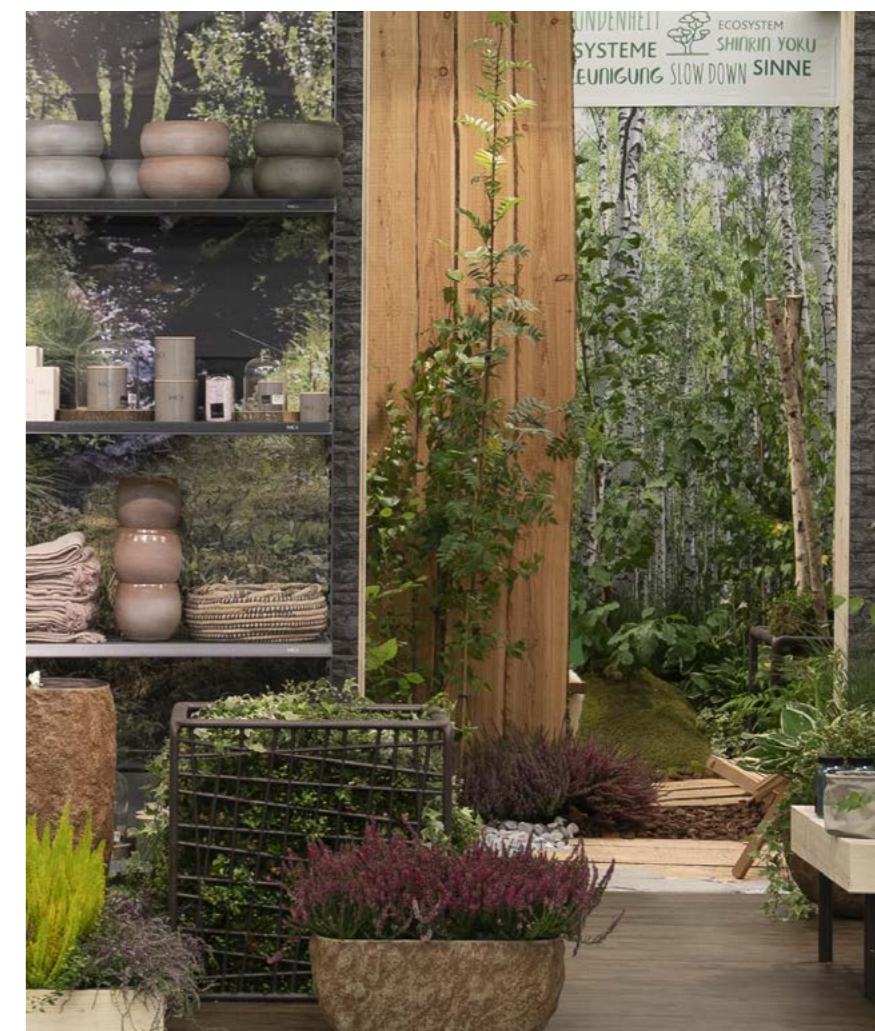
Do you have any questions? We will be happy to assist you at all times!

Kind regards,

Stefan Lohrberg

THE WHOLE WORLD OF THE GARDEN AT ONE TRADE FAIR

Exciting themes, innovative products and sustainable solutions: spoga+gafa is the one-stop shop for the entire green industry. This is where industry giants meet start-ups and visionaries meet the makers to bring the market into full bloom.



OPTIMAL ORDERING PLATFORM

A unique, wide offer turns spoga+gafa into the central ordering platform of the green industry for line-up and procurement decision-makers. The new date is the best time to order for the coming season and guarantees success.

GREEN ADDED VALUE

New impulses for the industry - and your business: As a platform for themes like sustainable gardens or trendsetting special areas such as the Outdoor Kitchen World, but also as inspiration for your POS, spoga+gafa creates added value for your business. And accompanying congresses not only ensure insights, but also top contacts.



ADDED VALUE NO 1: TREND THEME SUSTAINABLE GARDENS

Ready for a green future: The trend theme "Sustainable Gardens" provides innovations and inspiration, here the focus lies on products made in a resource-saving way and innovative solutions.



ADDED VALUE NO 2: HOT TOPICS PROCUREMENT AND LOGISTICS

What shape will the logistics of tomorrow take on? What will change after the pandemic? Our congress entitled "Logistic 2.2 - nontainer or container?" provides answers to questions regarding material procurement and safety. "What's next?"

ADDED VALUE NO 3: INSPIRING SPECIAL AREAS

Meeting point for gourmets - the latest trends and products for outdoor cooking can be found in the Outdoor Kitchen World. Our POS Islands offer plenty of inspiration and creative solutions on the sales front.



IT PAYS TO BOOK EARLY!

Don't just secure yourself best business at spoga+gafa, secure the best prices too. **Our attractive early bird rates are still available until 31.07.2021** - particularly worthwhile for large stands!

For registration up until 31.07.2021* inclusive:
up to 250 m² EUR 194.00 per m²
from 251 m² upwards EUR 188.00 per additional m²
from 501 m² upwards EUR 183.00 per additional m²

For registration after 01.08.2021*:
EUR 218.00 per m²

* Receipt at Koelnmesse

** There are special conditions for the "garden unique" section of spoga+gafa.

EARLY BIRD DISCOUNT AVAILABLE UNTIL 31.07.2021

BEST ARGUMENTS

FIGURES, DATA, FACTS



Frontrunner: No other garden trade fair has grown faster in the last 5 years - spoga+gafa stands for **more exhibitors, more visitors, more internationality**



Meeting point: This is where the ground is prepared for the next season: **Garden centres and barbecue retailers with the biggest increases** in the last three years



Business-Hub: **90% of the large-scale retail outlets and DIY markets** worldwide visit spoga+gafa

215,000 m² of exhibition space

35,000 visitors (2019 - without spoga horse)



90% decision-makers



Average time spent at the trade fair: **1,7**

64% visitors from abroad - from **124** countries (2019)



1,800 exhibitors from **67** countries



91% further recommendations - from both the visitors and the exhibitors

Over **75,000** fans and followers on Facebook, Instagram and Twitter



SPOGA+GAFA 2022 - SECURE BEST PRICES NOW!

Registration is very simple: Use our online registration form to reserve your stand area for 2022. All you need to do is enter your company information and stand preferences.

See you in 2022 at spoga+gafa!

www.spogagafa.com/application

THE WORLD'S LARGEST TRADE FAIR FOR GARDEN LIFESTYLE

THIS IS WHERE SUCCESS GROWS

More garden can't be found anywhere else - spoga+gafa is the biggest meeting point of the international green industry and presents the widest offer in all segments:



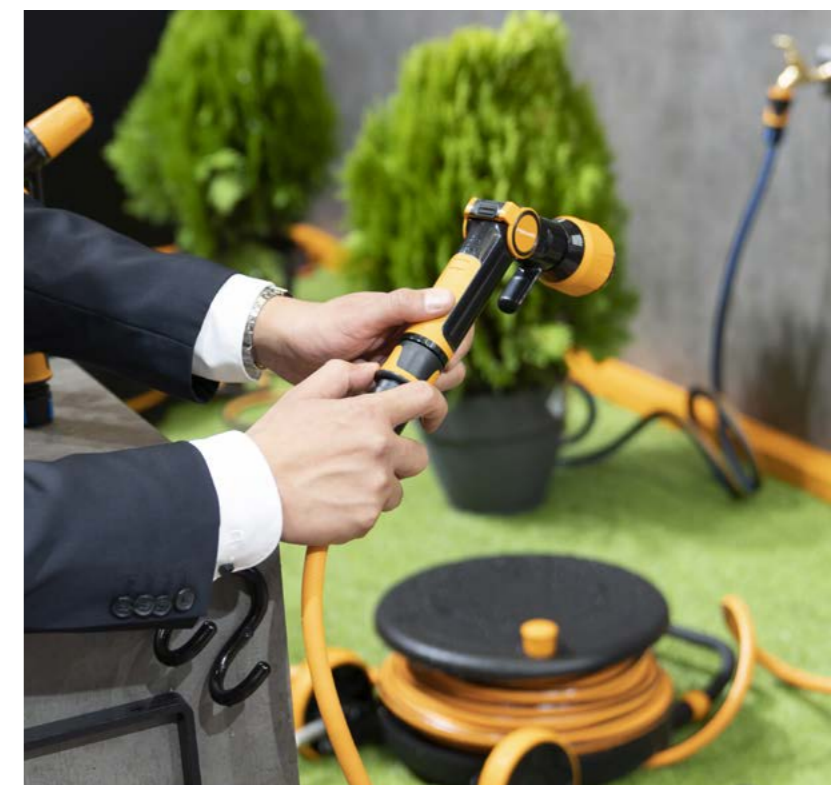
GARDEN BBQ & OUTDOOR KITCHEN

The largest BBQ trade fair in the world - and the hotspot of the grill scene



GARDEN LIVING & GARDEN UNIQUE

The world's largest range for outdoor furniture, decoration, sports & games in the garden, camping and garden leisure



GARDEN CREATION & CARE

Platform for green technologies, tools and smart gardening - and the trendsetter in the plants section



garden creation & care



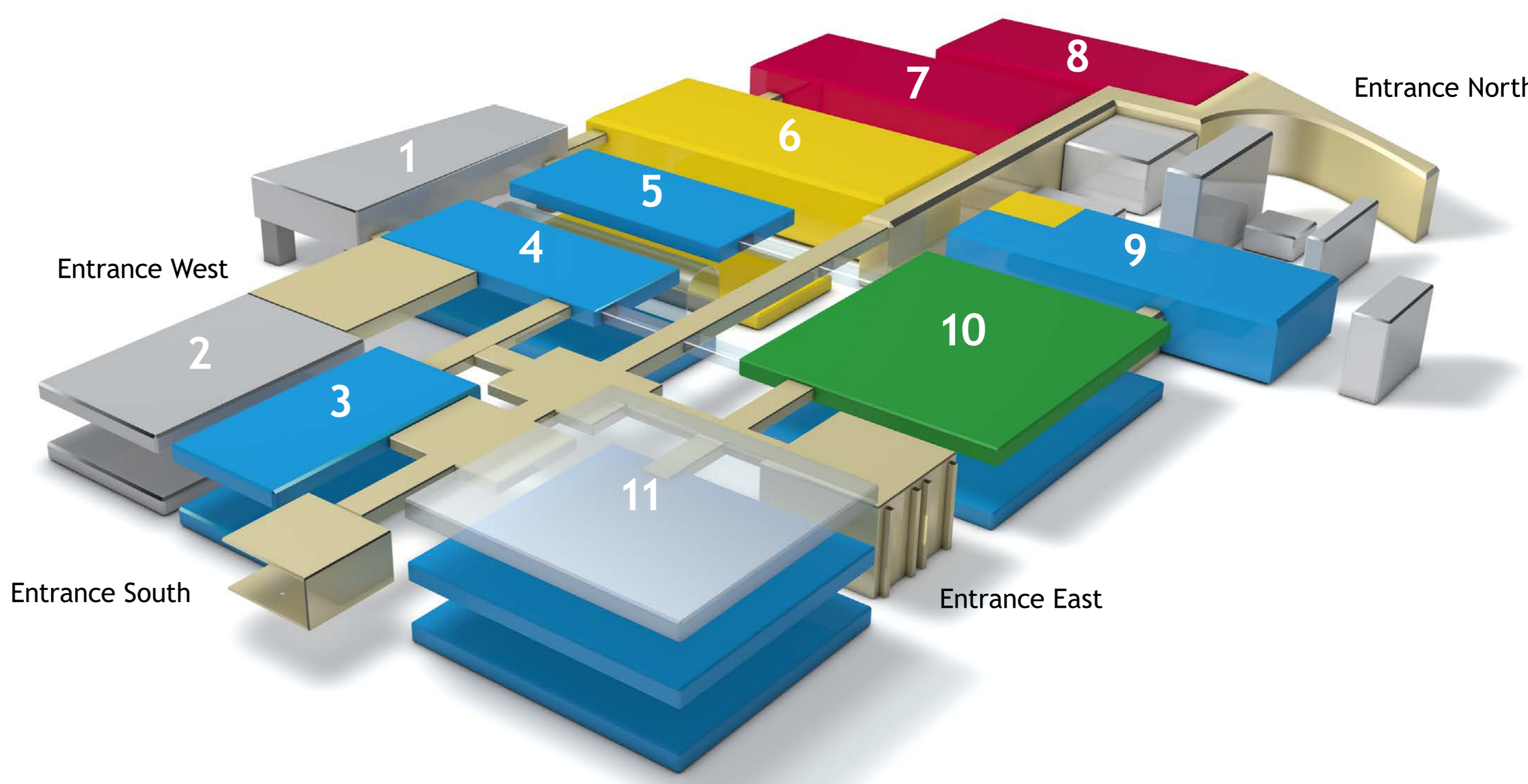
garden bbq & outdoor kitchen



garden living



garden unique



CONTACT

Be there and grow

All current information can be found here: www.spogagafa.com

Any further questions?

The spoga+gafa team will be glad to assist you at all times with the planning, preparation and organisation of your trade fair participation:



Stefan Lohrberg
Director
Tel. +49 221 821 2296
E-Mail: stefan.lohrberg@koelnmesse.de



Maria Garofalo
Sales Manager
Tel. +49 221 821 2545
E-Mail: maria.garofalo@koelnmesse.de
*Decoration and garden equipment
Camping & leisure, sports & games
Outdoor Kitchen World*



Andreas Waupke
Sales Manager
Tel. +49 221 821 2523
E-Mail: andreas.waupke@koelnmesse.de
*Garden furniture
garden unique*



Hagen Cabalo
Sales Manager
Tel. +49 221 821 2377
E-Mail: hagen.cabalo@koelnmesse.de
*Tools & accessories
Plants & biochemistry
Equipment & houses
BBQs & grills*



André Hecht
Sales Manager
Tel. +49 221 821 2646
E-Mail: andre.hecht@koelnmesse.de
*Garden furniture
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Secure your place at
spoga+gafa 2022 now at
attractive conditions!
www.spogagafa.com
application