

INCREASE YOUR BUSINESS WITH FLOREVENT.

SALON

# FLOREVENT

**NANTES**  
PARC DES EXPOS

**2026**  
08-09 MARS

# REGISTRATION FILE

SIONNELS  
TAL ET DE L'ÉVÈNEMENTIEL

YOUR CONTACT

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# 3 words about FlorEvent

- FlorEvent is the leading trade show for all professionals in the flower, plant, and event industries.
- FlorEvent is the **only traveling trade show** dedicated to the flower and plant industry in France.
- Exhibiting at FlorEvent means benefiting from direct access to a regional market, while also benefiting from national visibility thanks to our digital platform DigiFlor.



## Pourquoi exposer à FlorEvent ?

- 🎯 A 100% professional trade show

FlorEvent brings together between 1,500 and 2,000 qualified visitors each year.  
A concentrated, targeted, and business-oriented flow

- 👥 A human scale for quality meetings

With 50 to 70 exhibitors per show, each visitor has time to see and meet all the exhibitors.  
An effective format to be seen, heard, and understood, without getting lost in the crowd.

- 🌍 A core target audience:

80% florists: boutiques, workshops, events

But also: buyers from supermarkets, garden centers, landscapers, and students (your customers of tomorrow)

A controlled diversity, serving your development.

- 🚚 A traveling trade show in key areas of the industry

FlorEvent is located in major strategic cities: Paris, Lyon, Bordeaux, Nantes, etc.

It meets professionals in their local areas, for concrete and locally anchored exchanges.  
Visibility that goes beyond the trade show.

Thanks to DigiFlor, our digital platform, your offer is visible all year round.

Multiply your contact opportunities before, during, and after the show.

- ⚙️ A profitable investment

FlorEvent is an agile format, concentrated over two days, with simple setup, controlled costs, and a smooth organization.

You gain efficiency while maximizing your return on investment.



# FlorEvent Nantes 2026



## A major production area

The Pays de la Loire region, with Nantes at its heart, is one of the main horticultural production centers in France. It accounts for approximately 37% of the national cut flower production, second only to the PACA region.

This concentration of local producers offers a unique opportunity to meet local suppliers and promote short supply chains.



## Nantes: A Strategic Location at the Heart of a Large Professional Area

FlorEvent Nantes enjoys exceptional reach, with a potential visitor base located within a 500 km radius, covering key regions such as Pays de la Loire, Brittany, Centre-Val de Loire, Nouvelle-Aquitaine, Île-de-France, and western Auvergne-Rhône-Alpes.

These regions are home to several thousand florists, representing a significant portion of the 7,600 floristry businesses operating in France (source: INSEE, APE code 4776Z).

This dense network of professionals includes:

Independent florists (shops, workshops, events)

Supermarket buyers

Garden centers and landscapers

And a new generation of students from horticultural and floral design schools, who are present in force at each edition.

Nantes is therefore a natural focal point for a professional event: easily accessible, at the heart of a dynamic ecosystem, and close to a structured network of plant professionals.

# Join FlorEvent Le Club and boost your visibility all year round!

By becoming a member of FlorEvent Le Club, you benefit from exclusive advantages designed to offer you greater visibility, more contacts, and more business opportunities, before, during, and after the show.

Your benefits as a member:

- ☀️ 1. A 10% discount on your booth for the current year's edition  
A real boost to maximize the profitability of your participation.
- 📁 2. Free visibility in the supplier directory published in the magazine "FlorEvent & Créateurs"  
This guide is given to all visitors at the entrance to the show.
- 📧 3. Weekly access to the BODACC (Business Directory of Suppliers) sorted for you.  
To be informed in real time of new companies, closures, and acquisitions in the sector.
- 📢 4. Preferential rates on your emails to FlorEvent's qualified database
- 👛 5. An exclusive discount on your presence on DigiFlor, our professional digital platform.

☐

**I would like to join FlorEvent-Le Club for the year 2025 €395 excluding VAT/year**



## DigiFlor

**your digital showcase before, during and after the trade show!**

- ✅ 1,500+ visits/month on the show's website
  - ✅ 17,000 qualified contacts reached via newsletters and email campaigns
  - ✅ Promotion through social media (7,000+ followers) and targeted articles
  - ✅ Presence in a complete digital ecosystem (newsletters, blog, social media, SEO)
- Increase your visibility, boost your brand awareness, save time and reach all your targets: florists, workshops, concept stores, supermarkets, schools...

[learn more about digiflor](#) **HERE**

**Exhibitor Identity**

Business name:

N° VAT:

RCS/RM:

Adress:

ZIP code:

City

Country:

Website:

**Identité du responsable**

First name:

Last name:

phone number

E-mail:

**Manager of stand if different**

First Name:

Last name:

Tél:

E-mail:

**Billing details if different**

Business Name:

Adress:

Zip Code:

City

Country:

## STAND

### STAND 6 M2

Not a FlorEvent-Le Club member..	x1250€HT
FlorEvent-Le Club member	x1125€HT

### STAND 9 M2

Not a FlorEvent-Le Club member..	x1600€HT
FlorEvent-Le Club member	x1440€HT

### STAND 12 M2

Not a FlorEvent-Le Club member..	x2040€HT
FlorEvent-Le Club member	x1836€HT

### STAND 18M2

Not a FlorEvent-Le Club member	x2880€HT
FlorEvent-Le Club member	x2592€HT

### STAND 27M2

Not a FlorEvent-Le Club member..	x3950€HT
FlorEvent-Le Club member	x3555€HT

### Module 9m2 supplémentaire>27M2

Not a FlorEvent-Le Club member..	x1090€HT
FlorEvent-Le Club member	x981€HT

**It is forbidden to sublet the stand,even free of charge**

**, for any co - exhibition request, please contact**

**organization, a supplement on estimate will be offered**

## ELECTRICAL OPTIONS Mandatory

### Power supply with plug (intermittent)

3kw x250€HT

6kw x390€HT

>6kw contact us

### Stand equipment

- Partitions, an LED strip for 9m2 and a carpet (dark gray)

**(power supply not included is to be chosen in the options otherwise no light)**

In Nantes

Free exhibitor parking

Free public Wi-Fi (note: it's open to everyone, so it's faster, but less stable)



## OPTIONS

### OPTIONS STAND

#### Stand

Additional LED strip  
x 80€ HT

Réserve 1m2 x 90€ HT

Printing and installation of adhesive on  
partition for a 1m partition: €230 HT

Number of partitions to create:

Total :

**Personalized and tailor-made stand  
quotation**

## MARKETING

### AVISITORS SCANS APPLICATION

application to download to the phones of  
people present at your stand.

Allows you to scan the QR code of  
visitor badges

Collection of visitor data then download  
in Excel format at the end of the show

**150€ HT**

### WIFI

Wifi connect 5Ghz 4mbps (1poste)  
x 100€ HT

tailor made wi fi solution?  
contact us.

## FURNITURE

ChaiR x 12€ HT  
Coque

rectangular table x 22€ HT  
Plateau polypropylène 183cm \* 76cm \* 75cm

OTHER FURNITURE AVAILAIBLE ON CATALOG

[Furniture catalog](#)

[Furniture order form](#)

**Advertising public catalog  
(2000 ex)**

**Show program given to visitors**

1 Page	x400€HT
1/2 Page	x300€HT
1/4 Page	x250€HT

**Show program given to visitors**

1 Page	x400€HT
Publi reportage double page	x600€HT

**TOTAL**

STAND	HT
Mandatory Electric Option	HT
Options	HT
Advertising	HT

TOTAL HT:

TVA 20%:

TOTAL TTC:

ACOMPTE 50% :



# ANNIVERSARY EVENING 10TH ANNIVERSARY OF THE FLOREVENT TRADE SHOW



Date: Sunday, March 8, 2026

🕒 Time: Starting at 7 p.m.

📍 Magical location: Les Terrasses de l'Erdre

📍 Address: Parc de la Beaujoire, Nantes

🌐 Discover this enchanting place

[HERE](#)

## 🎵🌟 A unique and vibrant evening!

Celebrate the 10th anniversary of FlorEvent with us in a spectacular, contemporary, and luminous setting, featuring a magical terrace overlooking the Erdre River. Feel the vibe and dance to the nostalgic and festive rhythms of the 80s and 90s with our DJ specially selected to host this memorable evening. A delicious cocktail reception will be served to ensure conviviality, relaxation, and sharing in a warm and dynamic atmosphere.

## 🌟 Offer an unforgettable experience to your best colleagues and/or clients!

Take advantage of this unique evening to strengthen your professional relationships.



**Invite your colleagues and/or your best clients and partners thanks to our very attractive preferential rates!**



## Who can participate?

- Exhibitors of the FlorEvent trade show
- Visitors to the trade show
- VIP clients invited by exhibitors



-  Individual rate: €80 all-inclusive (excluding VAT)
-  Special rate: €65 (excluding VAT) per person for 10 or more tickets purchased!

 Reserve your spot now!

You can add spots until February 20th (subject to availability)

### Number of places required:

Total excluding tax

VAT 20%

Total including tax

50% deposit

The registration file have to send by:

*Par E-mail à:* annemarie.frapard@gmail.com or directly online

**Only files accompanied by payment will be taken into account**

Payment

Bank transfer to AMF ORGANISATION

**IBAN: FR76 3000 4000 3900 0101 1044 922**

**BIC: BNPAFRPPXXX**

The signature of this document constitutes a commitment of all the selected services. No reimbursement of any kind whatsoever may be granted in the event of partial or total cancellation of the subscriber's participation in this contract.

I, the undersigned ..... , acting as ..... certifies the accuracy of the information provided, acknowledges having read the general conditions of participation of FlorEvent **NANTES 2026** set out below and declares to accept them in full without reservation and waives all recourse against the organizer.

I declare that I have taken out one or more insurances to cover my civil liability as well as all the persons participating directly or indirectly in my participation in the show

**Fait à** ..... **Le** .....

Signature and company stamp required  
with the mention "Read and approved, Good for agreement"

**Signature:**

**E-mail:**

# **Conditions of exhibition NANTES 2026**

## **Article 1 PREAMBLE- EVENT**

It is organized a manifestation called FLOREVENT NANTES which will be held at PARC LA BEAUJOIRE

Sunday 08 & Monday 09 March 2026

This event is organized by AMF ORGANISATION.

In the event of force majeure or fortuitous events, the date, place, duration and schedules may be modified without giving rise to any claim for compensation.

## **Article 2 - CONDITIONS OF PARTICIPATION**

Any person wishing to exhibit address to the organizer a request to participate and sends the completed registration dossier as desired and signed. No other document would be eligible for registration.

Unless the organizer refuses the participation requested, sending this request to participate constitutes a firm and irrevocable commitment to pay the full price of the stand rental and related costs.

The organizer is the only decision-maker on the characteristics of the event (date, place of reception, opening hours of the event, days and times of assembly and dismantling, stand prices, entry prices, registration closing date , Deadlines for payment or any other element inherent in the organization of the Event). It is the only decision-maker as to the admission of person or company to exhibit and / or to visit the Manifestation as well as the acceptance of the products or services presented during the Manifestation.

The organizer may, after examination, exclude products and / or services which do not appear to him to correspond to the purpose of the show

The exhibitor undertakes to respect the rules of hygiene and trade safety taken by the organization or the public authorities and to comply with the laws and decrees in force concerning him.

An exhibitor may not present appliances, merchandise or advertising subjects of a trade mark that does not exhibit at the show.

## **Article 3 - RENTAL-REGISTRATION**

The reservation is made by accepting these general conditions of sale and by signing the registration dossier

AMF Organization will be committed to the exhibitor only after final settlement and receipt of sums due at the end of the contractual commitments

The allocation of the stands is subject to availability and subject to the conditions stipulated in the registration dossier.

The organization is the sole judge of the definition and the offer of its commercial event and reserves the right to reject any application which does not correspond to the requirements of the registration dossier

Except with the prior written authorization of the organizer, an exhibitor may not assign, sublet or share, for a consideration or free of charge, all or part of his concession within the fair grounds.

In the event that an exhibitor, for any reason, does not occupy his stand 12 hours before the opening of the fair, he is considered to have resigned. The organizer can dispose of the stand of the failing exhibitor without the latter being able to claim any refund or compensation, even if the stand is allocated to another exhibitor.

#### **Article 4 - PARTICIPATION FEES**

Failure to pay the balance or one of the payment of the participation fee, at one of the stipulated deadlines, entails, without prior notice, forfeiture of the right to exhibit, the sums paid irrevocably to the Organizer .

Furthermore, the Organizer reserves the right to continue payment of the balance of the price due, notwithstanding the non-participation, for any reason whatsoever, of the registered Exhibitor. In the event that the Exhibitor, for any reason, does not occupy his stand on the day of the opening of the Event, or on the closing date set by the Organizer, he shall be considered as having resigned. Without prejudice to any other measures taken at the Exhibitor's risk and peril, the Organizer may dispose of the failing Exhibitor's stand without the latter being able to claim any refund or compensation, even if the stand is allocated to a Other Exhibitor.

In addition, any default or delay in payment shall automatically give rise, to the Organizer's benefit, without prior notice, to the collection of an interest for late payment in accordance with the common interest rate provided for in Article L. 441-6 of the Commercial Code. The Exhibitor shall also reimburse all expenses incurred for the recovery of sums due, including the fees of ministerial officers, which shall not be less than the lump sum allowance of EUR 40 provided for in Article D. 441-5 of the French Commercial Code.

#### **Article 5- DISTRIBUTION OF STANDS**

**The organizer draws up the layout of the exhibition and distributes the spaces freely,** taking into account as widely as possible the wishes expressed by the exhibitor, the nature of the products and / or services it presents, the layout of the stand Which it intends to install and, if necessary, the date of registration of the application and the seniority of the exhibitor.

The location of the stand allocated to an exhibitor is communicated to him by means of a plan. This plan gives dimensions as precise as possible of the stand. Whenever possible, it is the responsibility of the exhibitor to ensure the conformity of the plan before the layout of his stand.

The responsibility of the organizer is not engaged if there is a difference between the dimensions indicated and the actual dimensions of the stand

The plan shows the general breakdown of the islands around the assigned location.

These indications, valid on the date of drawing up the plan, are given for information and are subject to modifications which may not be brought to the attention of the exhibitor.

Any claims concerning the location defined by the plan must be submitted within eight days. After this period, the proposed location is considered as accepted by the exhibitor

#### **Article 6 - INSTALLATION AND DECORATION OF STANDS**

The Technical File sent to the exhibitor summarizes all the schedules necessary for the good organization, in particular the schedules of assembly and dismantling. Exhibitors must respect the dates and deadlines announced by the Organizer. Beyond this limit, no packaging, material, transport vehicle, external contractors, may, for any reason whatsoever and be damaging to the Exhibitor, access, maintain or maintain Site of the Manifestation.

The Exhibitor is obliged to comply with the Organizer's instructions relating to the regulation of the entry and exit of goods, in particular with regard to the movement of vehicles within the grounds of the Event.

Exhibitors must have completed their installation by the deadline set by the Organizer. Each Exhibitor shall provide for the transport, receipt, dispatch of his parcels and the recognition of their contents. If the Exhibitor is not present to receive his parcels, the Organizer may have them stored, unpacked or redirected ex officio at the expense, risk and perils of the Exhibitor.

The installation of stands shall not in any way damage or modify the permanent installations of the exhibition site and shall not prejudice the convenience or safety of other exhibitors and visitors.

#### Decoration and fittings

Exhibitors are responsible for the particular decoration of their stand. The organization reserves the right to modify or remove facilities that are detrimental to the general appearance of the event or disturb the neighboring exhibitors or visitors. It is important to remember that exhibitors must respect the safety measures imposed by the public authorities.

#### Holding of stands

Exhibitors are prohibited from assigning, renting, exchanging, for whatever reason, all or part of the space allocated to them;

The stand must be occupied by the exhibitor at all times during the opening hours of the event

The use of demonstration or advertising sound equipment or any other means to attract the visitor is left to the discretion of Events Trends which reserves the possibility to withdraw a possible authorization in the event of discomfort brought to other exhibitors or Visitors.

No prospectus relating to articles not shown may be distributed within the exhibition

The organization reserves the exclusive right to display throughout the building; The exhibitor grants any authorization for the reproduction and sale of overviews on any medium, regardless of the medium;

The exhibitor, by participating authorizes the organization to the diffusion and the use, including for purposes

advertising, without restriction of photos and videos taken during Salon FlorEvent.

#### Visitor Access

The organization shall fix the amount of the entrance fee for the exhibition. No one may be admitted to the venue without presenting a title accepted by the organizer. Tickets and access tickets are not taken back or exchanged.

### **Article 7-DISASSEMBLY OF STANDS**

It is strictly forbidden for the Exhibitor to repackage the products, withdraw the POP from his stand before the end of the event, even in the event of an extension thereof. If this has been proven, the Organizer may decide to impose penalties, including denying the participation of the relevant Exhibitor for upcoming events.

With regard to the particular point of dismantling, removal and restoration, the Exhibitor is obliged to be present on his stand from the beginning of dismantling until the stand is completely evacuated.

The organizer may carry out, at the expense and risk of the exhibitor,

### **Article 8 - WASTE**

Pursuant to the provisions of Articles L. 541-2 of the Environmental Code, the Exhibitor must it is imperative to ensure the management of its waste until its final disposal or recovery. It undertakes therefore to ensure the evacuation of the site of the Manifestation of the waste that it produces both before theEvent during the installation of the Stand, that during the Event, or even during the dismantling of the Stand.



## **Article 9 - INSURANCE**

In addition to the insurance covering the exhibits, the exhibitor is obliged to subscribe at his own expense for any insurance covering the risks that he himself and his staff may incur or cause to be incurred by third parties.

He must justify it by confirming his registration by producing his certificate  
AMF Organization may under no circumstances be sought for any cause whatsoever in connection with flights, damages, and destruction during the event as well as during installation and dismantling.

The exhibitor and his / her insurer (s) expressly waive any recourse against AMF Organization, against the exhibition grounds, the host city of the event and the French state or any other exhibitor as a result of a property damage Which he exhibits or uses at the event. He also undertakes to guarantee the aforementioned legal and natural persons against any actions and claims of which they could be the object in such cases of any interested party.

## **Article 10- FORMALITIES**

**The exhibitor is solely responsible for any mandatory declarations, information or formalities relating to security rules and trade rules**

The exhibitor will also ensure compliance with all formalities relating to the transport of goods for products and products coming from abroad. In no case The organization can not be held responsible for the difficulties that may arise during these formalities.

The exhibitor will deal directly with SACEM and any other organization concerned if it makes use of music within the exhibition.

The distribution of alcoholic beverages for payment or free of charge may only be made with the prior authorization of the organization and in compliance with the applicable French legislation.

The exhibitor shall ensure compliance with the conditions, declarations and regulations relating to the employment of employees who are required to work both for himself and for any other organization he is likely to have on his stand (including Periods of assembly and dismantling) The exhibitor guarantees AMF organization of all recourse to such bodies and administrations.

## **Article 11 - MISCELLANEOUS PROVISIONS**

**AMF Organization may cancel or postpone the event if it finds a notoriously insufficient number of registrants.** The registered exhibitor is then refunded the amount of his installments and participation. Until the closing date of the registration, the exhibitor assumes all the risks linked to the eventual non-fulfillment of the event and in particular the exclusive charge of the expenses he would have incurred in anticipation of the event.

AMF Organization may also cancel or postpone the event in case of force majeure.

Any violation of the provisions of this regulation or of the specifications of the exhibitor's guide may involve the assistance of the law enforcement authority or the closure of the exhibitor's stand. In such a situation, the amount paid in respect of the exhibitor's participation is retained by AMF Organization, without prejudice to the balance of prices, any sums remaining due, any other expenses incurred by AMF Organization in closing the stand.

AMF Organization reserves the right to sue the offending exhibitor for damages.



**Article 12- APPLICABLE LAW - LANGUAGE OF CONDITIONS**

French law is applicable to relations between the Organizer and the Exhibitor.  
In the event of a dispute, the Exhibitor shall, before appealing to the Tribunals, first attempt to reach an amicable solution. In the absence of an amicable solution, the courts of the Organizer's seat are the only ones competent. The possible difficulties of interpretation of the General Conditions of Participation in their English version are resolved by reference to the meaning of the General Conditions of Participation in their French version.

**Article 13 - DISPUTES**

Any litigation arising in the execution of these general conditions of sale and participation will be the exclusive jurisdiction of the courts of Avignon and in particular the commercial court of Avignon, the French text being authentic