

*Dixièmes*  
**floralies**  
*internationales*

*le Pouvoir des fleurs*

 **NANTES • FRANCE**  
**8 > 19 MAI 2009**

Exhibitors  
« Florales déco »



10<sup>th</sup> International Florales –  
Nantes

-

From 8<sup>th</sup> to 19<sup>th</sup> May 2009

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« Parc de la Beaujoire »

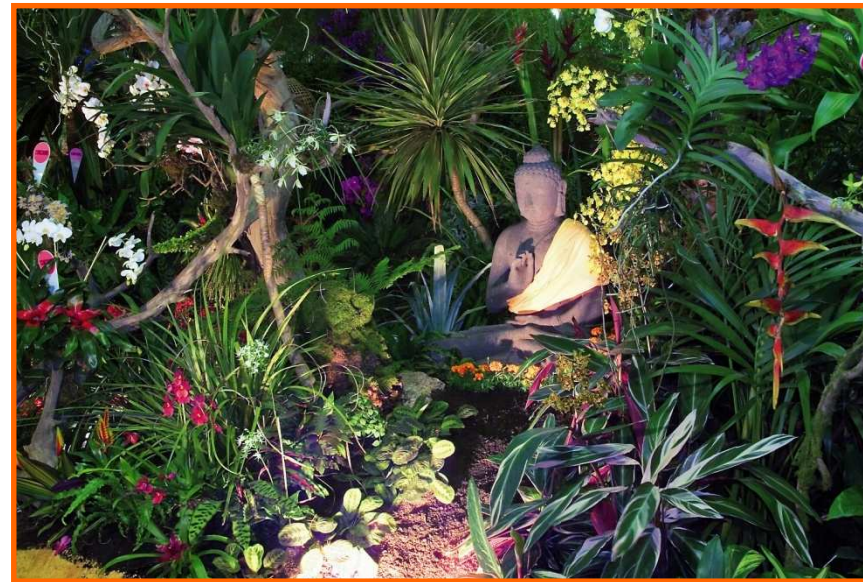
Comité des Florales Nantes  
Hôtel de l'Horticulture  
7 quai Henri Barbusse - 44000 Nantes

Tel: +33(0)2 40 14 58 60 - Fax: +33(0)2 40 37 05 50  
[www.comite-des-floralies.com](http://www.comite-des-floralies.com)

# 10<sup>th</sup> International Floralties - Nantes

## A prestigious Exhibition

The International Floralties - Nantes are a famous ornamental and environmental horticultural show. At each edition, about 200 participants are selected with care : they are professionals and amateurs devoted to the horticultural brand. They come from France and every parts of the world.



## A unique setting

An exhibition which takes place every five years in the “Parc de la Beaujoire”, on about 35 hectares, a place which is in harmony with nature and which perfectly fits with the event’s concept.



# 10<sup>th</sup> International Floralties - Nantes

*A unique occasion  
to meet the French consumers  
and to develop your international  
market.*



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## A great touristic event

### ✓ 500 000 visitors

At each edition, about half a million of visitors come in the Parc de la Beaujoire to discover wonderful ephemeral landscapes elaborated for this unique occasion.

### ✓ 1<sup>st</sup> horticultural exhibition in France

Owing to their quality and frequenting, the International Floralties - Nantes have been asserted as the first ornamental horticultural exhibition in France. At an European level, their prestige also situated them at the highest level, among the first European events, with the Genoa, Ghent and Valencia Floralties.

### ✓ An undeniable economic impact

The International Floralties generate a huge mobilization of every touristic and economic actors. With the participation of landscape firms, horticultural schools or local firms, numerous professionals and students are implicated in this great show.

## General Objectives

- ✓ To invite the actors of horticultural and environmental world to participate to a collective show of international quality.
- ✓ To offer to the visitors a high quality standard flower show.



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## The theme : The Power of Flowers

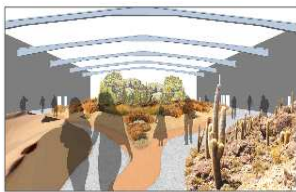
This new theme represents the federator symbol on which all the conception of the next exhibition and the communication strategy will be elaborated.

## Secondary themes :



### The earth

(the spectacle of the earth : monumental natural atmosphere)



### Contrasts

(gradation of extreme environments, from the driest to the wettest)



### Legends

(mysterious atmosphere, forest of fairies and nymphs)



### Transformations

(reasoned agriculture, eco industries, renewable industry)

Life

Creativity

Love

Well-being

Hope



### Purity

( air and water purification using plant, indoor plants)



### Charm

(refined, classic and elegant atmosphere)



### Harmony

(flower beds compositions )



### Gardens

(landscape designers, contractors and designers show what they do)



# 10<sup>th</sup> International Florales - Nantes

A new concept :

« Florales Déco » !



For the first time this year, the professionals of the outdoor decoration are invited to participate as exhibitors to this great event : the 10<sup>th</sup> International Flower Show - Nantes.

« **Florales Déco** » is a new concept answering to the new general craze for the garden decoration. This show will be the event that should not be missed to discover the new trends.

An in-sight on the world of garden' decoration and outdoor arrangement for the pleasure of the eye...

**Benefit from the notoriety** of the event to make yourself known by a large public and come to exhibit your products : fountains, pergolas, potteries, verandas, cazibos...



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## The four good reasons to expose :

### ✓ To develop your professional activity

By exposing to “Floralties Déco” you benefit from a meeting place in order to develop your activity next to professionals and a large public. It is also an exceptional and efficient way of prospecting.

### ✓ To boost your sales

Your temporary sales point in the “Floralties Déco” allows you to present your products in a unique setting and to let your novelty being known by a public truly enthusiastic about the garden’s world.

With nearly 500 000 visitors at each edition, participating to the International Floralties - Nantes, guarantees you a real impact among a large public, sensitive to the environment, culture and leisure.

### ✓ To achieve an efficient communication

Participating to Floralties is for you a true public relation venture. It is the occasion to benefit from the support of the publicity campaign announcing the event. Through a media plan action reinforced at a regional, national and international level, the 10th edition of the International Floralties - Nantes will be in the front line of the news in 2009.

### ✓ To promote your brand name

The International Floralties’ reputation is now well established. Committing to this great floral event is a way to stand out by showing professionalism, sense of values and taste for quality. It is also associating its name, its brand, its company to creativity, originality and beauty.



# 10<sup>th</sup> International Florales - Nantes

## Exposition area :

More than 5000m<sup>2</sup> of exposition surface allocated to the professionals of outdoor decoration. The exposition spaces are set in a privileged surrounding along the rose garden by the Erdre.

✓ **Rate:** 30 euros / m<sup>2</sup>

✓ **Surface :** 50m<sup>2</sup> minimum

*The exhibition spaces will be given by registration order and priority according to our concept.*

*Don't wait to book you exhibition space!*



Partiel map of the site



# 10<sup>th</sup> International Florales - Nantes

General map of the site



# 10<sup>th</sup> International Floralties - Nantes

## Practical information

✓ **Dates** : From Friday 8<sup>th</sup> to Tuesday 19<sup>th</sup> of May 2009

✓ **Site**: “Parc des expositions de la Beaujoire” - Nantes

✓ **Time** : From 9h30am to 11h00pm every day

✓ **Access** : Nantes is easy to access by plane with our International airport.

✓ **Catering**: Possibility of catering on-site

✓ **Ticketing**: From September 2008



Further useful information on our website : [www.comite-des-floralities.com](http://www.comite-des-floralities.com)



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With the support of our official  
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**Photos** : Comité des Floralties, Vue d'ouest, Yannick Fortin

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