



Boskoop, May 2014

Dear editors,

We would very much like to invite you to attend the international nursery trade fair Plantarium 2014, for a visit lasting several days. The fair runs from Wednesday 27 to Saturday 30 August 2014 and will be held in the Plantarium building at the International Trade Centre Boskoop-Hazerswoude.

The theme of the 32nd edition of Plantarium is "Connect". All the links in the chain and the branches in the sector will be connected with each other at the fair. The technology exhibitors will be demonstrating their latest developments in the demonstration avenue and the green participants will also be given the opportunity to display their products at the entrance to the fair. The central axis of the fair provides numerous examples of plant combinations and leads to the concept store, an ideal retail environment which is full of inspiration. It goes without saying that the new plant awards will once again feature prominently at the fair.

Specially for journalists, a short press trip is being organised on Tuesday 26 August, before the opening of the fair and the judging of the press award. The programme we are inviting you to attend is as follows:

Monday 25 August Arrival in the Netherlands
Overnight stay in Alphen aan den Rijn

Tuesday 26 August

9 am – 3.45 pm Short press trip
4 pm Arrival at Plantarium building
4.15 – 5.45 pm Judging of entries for the press award
6 pm Joint dinner at Plantarium
7.30 – 9.30 pm Preview of Plantarium 2014 with the presentation of the Best New Plant Awards and Press Award and the announcement of the nominees for the Best Stand at Plantarium 2014.

Wednesday 27 to Saturday 30 August

Visit to Plantarium

In connection with the organisation of the visit, please use the [digital application form](#) to let us know by 1 June 2014 at the latest whether you will be attending and participating in the short press trip and/or press jury.

We look forward to hearing from you.

Kind regards,

Sandra van Tol
BIZZ Communications
Telephone: +31 (0)6 1507 3328