



Bringing the bounty of the Southern USA to the World.

- Alabama ■ Arkansas ■ Florida ■ Georgia
- Kentucky ■ Louisiana ■ Maryland ■ Mississippi
- North Carolina ■ Oklahoma ■ Puerto Rico
- South Carolina ■ Tennessee ■ Texas ■ Virginia
- West Virginia

IPM Trade Show and Mission

Internationale Pflanzen Messe • Essen, Germany

Trade Show: January 25-28, 2011

Trade Mission: January 29-February 4, 2011

- *World's Largest Horticulture Trade Show*
- *Gateway to European Market*
- *Over 65,000 buyers representing 60 countries*
- *Cost-effective way to reach the European Market*

For a minimal cost, you and your company can learn more about important horticultural markets, expose your products to the nursery trade in Europe, and develop lasting trade relationships with international industry leaders. Producers can exhibit with SUSTA in the USA Pavilion at the IPM trade show in Germany and participate in our subsequent trade tour, or can participate in either the trade show or mission segments individually.

Participation Fees:

IPM Show	Paid by Dec. 10
Attend Only	\$150
Grower/Display Space (1 x 2.5 meters high)	\$450
Grower/Booth Space (6 sq meters)	\$850

All participants receive hotel reservations at special rates (until Dec. 10), show passes, and directory listing (one per company). Display and booth space participants also receive full use of shared areas, furnishings, and interpreters in the U.S. pavilion.

Horticulture Trade Mission	\$300/person
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Includes hotel reservations at government rates, bus/van transportation, pre-qualified appointments, and interpreters.

Important Information:

- Register by contacting one of the activity managers listed at right by **December 10, 2010. No refunds are available after this date.**
- Sign up on the Events page at www.susta.org.



Register on the Events page at www.susta.org

Contact:
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