



# An invitation to participate in the 2012 BioVak trade fair



The only specialised trade fair in Europe 'Direct from the Farm to You' for sustainable agriculture, nature, food quality and outstanding entrepreneurs

In cooperation with the Union for Organic Agriculture LTO/BioHuis

Media partners:



In cooperation with:



Land- en tuinbouworganisatie



WEDNESDAY 18 AND THURSDAY 19 JANUARY 2012

IJSSELHALLENCOMPLEX - ZWOLLE

[www.biovak.nl](http://www.biovak.nl) - [info@biovak.nl](mailto:info@biovak.nl)



Mayor van Ferwerderadeel : "A whole new world has opened up for me"

Friesland Campina, Crombags: "We've got a lot of farmers, but we're as organic."

Arkazen Enkhuizen "We had a good contacts."

"An open, interesting and curious atmosphere where organic and traditional visitors are welcome."

# BioVak: a trade fair with room to move and yet intimate enough for networking

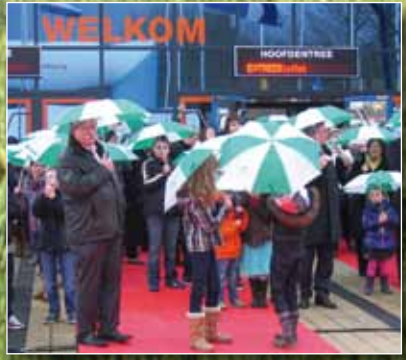
Entrance BioVak, 14.00 hrs



The enormous interest BioVak 2011 generated was once again beyond our expectations and exceeded the preceding years. More than 17,000 visitors were welcomed. After a festive opening with 26 Dutch mayors performing the official ceremonies,

In the more than 350 stands representing a variety of organic services and whole-salers, business flourished enthusiastically. Bright entrepreneurs with new plans met distributors in the organic market. The health care institutions from Brabant took part in a 'guided tour for professionals', they were introduced to wholesalers who could provide them with organic products. The spacious stands gave visitors a good and essential overview, while at the same time allowing them to explore and roam, freely discovering the hidden qualities of the fair. The various workshops covering subjects ranging from sustainable cultivation, to field reserves and from social media as a client support system, to shifting from traditional farming to organic farming, were literally full to capacity.

the doors opened to a flurry of visitors. Business deals and deep discussions went hand in hand. An impression:





Foto's: Eskolond

De Kweker Vroegop, Marjolein Okkinga, "Many positive reactions... enjoyed being here"

Marianne Klaassen, "The fair was a great success, for participants and visitors."

Edwin spoken both traditional

en: fair with nice



Agrifirm, "It is also about the exchange (...of ideas...) between organic and traditional. There is a mutual understanding."



## BioVak 2012: begins with the element of surprise and wonder

for farmers, gardeners, restaurants, retail and wholesale buyers, catering and supermarkets.

**BioVak –the trade fair for sustainable agriculture, nature, food quality, entrepreneurs and connoisseurs – has in the last (4) years demonstrated its successful formula. By accentuating the distinctive features of the organic branch, they have succeeded in creating an optimal characterization of this growing sector. The success of the trade fair was expressed by the 2011 participants - on a scale of one to ten - a 7.9.**

## Unique

If you are interested in expanding your market area and reaching new clients for your products and services, then you will surely find them at the BioVak 2012. In the two intensive days of this exclusive trade fair, opportunity abounds. Only at the BioVak organic trade fair will you have the chance to present your business to such a select and professional group. Taking part in Biovak 2012 will give you a first hand chance to reap the benefits of this new, aspiring and growing sector. This once a year trade fair provides a unique meeting ground for up and coming professionals in sustainable agriculture and organic products. Our visitors include farmers, gardeners, restaurants, retail and wholesale businesses, governmental agricultural services, educational institutions, caterers and supermarkets. There is no other acquisition campaign that can compare to that of the BioVak team, a perfect reason to register as a participant for BioVak 2012.

## Visitors

January 2011, in 2 days more than 17.000 visitors passed through the BioVak doors. A general analysis of the Dutch visitors revealed a broad mix of potential clients: traditional farmers, organic farmers, gardeners, supermarket buyers, restaurant and hotel buyers, wholesale dealers, delicatessen owners, traditional retail shops and organic retail shops.

International visitors came from the Ukraine, Bosnia-Herzegovina, Belgium, Italy, Canada, Poland, Algeria and France. This group of visitors came essentially for the organic agricultural cultivation. In 2012, our promotional activities and marketing will emphasize international acquisition.

## 2012 catalogue

For BioVak 2011, the catalogue was published early, in week 50 of 2011, and sent to 20,000 interested parties; in the catalogue, relevant information about the workshops, seminars and symposiums and all other important activities could be found.

With the new edition of the BioVak catalogue, we also plan to distribute early, in week 50 of 2011. The catalogue will be sent to all visitors from 2008, 2009, 2010 and 2011, at the same time it will be distributed along with diverse branch and specialty trade magazines.

For BioVak participants the catalogue will be available in week 50 as well, the number you may order is unlimited. Every visitor to the 2012 BioVak will receive a copy as they enter the fair.



# Participant Information

## Hours

BioVak 2012 will be held in the IJssel hall complex in Zwolle.

The exhibition is open on:

Wednesday, January 18

from 14.00 am to 22.00 pm

Thursday, January 19

from 11.00 am to 21.00 pm

## BioVak Fair service

We want to be at your service; the BioVak participant can be sure of a wide range of extra services before and during the fair. From hotel arrangements, to invitations for your clients, choosing the colors for your stand, or organizing a workshop, our team will be happy to assist you. We can give you skilled assistance in setting up your own stand or you can choose a ready-made stand with chairs, spotlights, showcases, water, internet connection and logos for your stand precisely as you wish. Participants may choose to design their own stand or to use a ready-made stand of choice. After confirmation of your participation, you will receive a form to fill in with detailed information concerning your stand.



## EKOLAND-COPPER SHOVEL PRIZE 2011

In 2008 Jaap van Westering, director Ekoland, established this prize and once again, it will be announced and presented to the most innovative entrepreneur in the organic sector at the BioVak 2012.

Of course the exhibitor is free to choose a stand builder. Optionally the design, construction and equipment can be provided entirely by us. Ready-made stands: for possibilities see the information on the registration form. After your confirmation of participation by enclosed registration form you will receive detailed information about all opportunities and facilities.

## Interested?

BioVak 2012 offers various opportunities for you to present. For details on renting a booth and / or presentation table see attached registration form. As an exhibitor you will receive information about booth and stand space as well as:

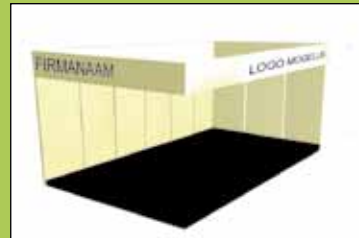
- Ordering an unlimited number of account cards.
- Unlimited free invitations.
- Listing and advertising in the handy exhibition catalogue.
- Listing on the BioVak website [www.biovak.nl](http://www.biovak.nl)
- Link to your own website via [www.biovak.nl](http://www.biovak.nl)
- Use of BioVak press releases and novelties.
- Participants cards.
- Information about parking.
- Timetable construction and break down/ setting up stands with a stand builder or on your own.
- Participation in the workshops.
- Use forklift service.
- Banners for your website.



Your presentation table



Do-it-yourself stand or with a stand builder



Ready-made stand 18 m2



Ready-made stand 8 m2



Trade Fair for Sustainable Agriculture, Nature and Food Quality

For more information see [www.biovak.nl](http://www.biovak.nl)

Location BioVak:



Rietweg 4 - 8011 AB Zwolle

Specialist in organising trade fairs with an eye for detail!



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For your business relationships this ICEM brochure is available in Dutch, German, English, French, Spanish and Italian.

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