

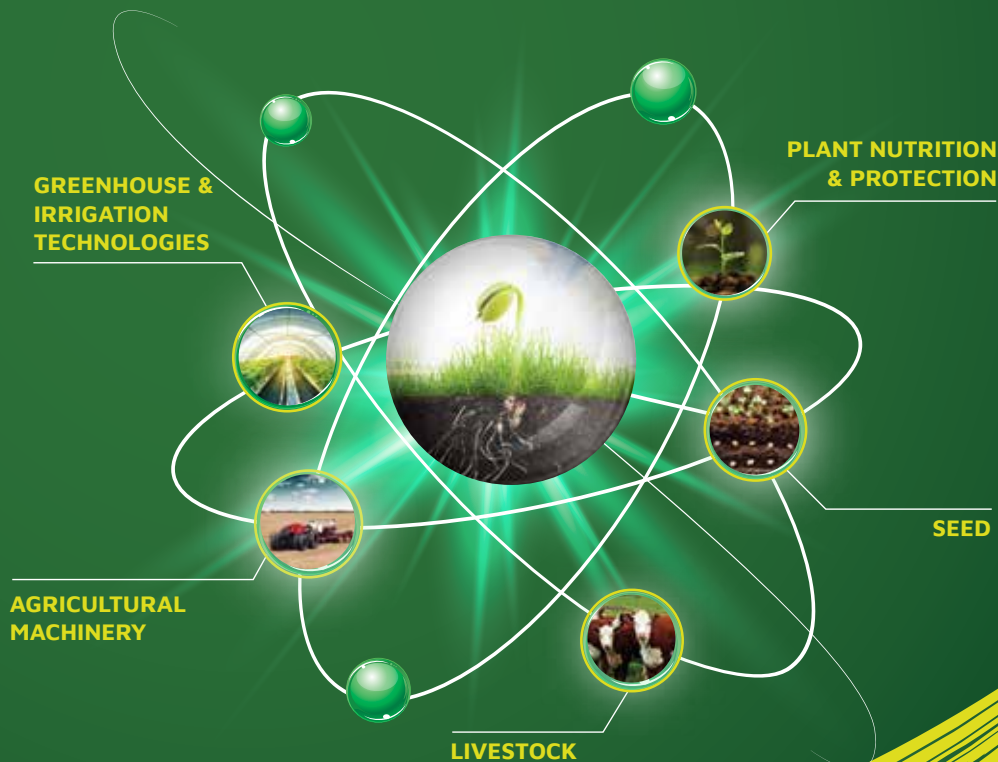
Growtech

INTERNATIONAL GREENHOUSE, AGRICULTURAL TECHNOLOGY AND LIVESTOCK EQUIPMENT FAIR

27-30 November 2019

Antalya Expo Center, TURKEY

19th



POST SHOW REPORT

2019 FACTS & FIGURES

EXHIBITOR ANALYSIS

606

Exhibitors

32

Exhibitor
Countries

202

International
Exhibitors

50.000

sqm
Exhibition Area

6 INTERNATIONAL
COUNTRY
PAVILIONS



CHINA



EGYPT



NETHERLANDS



SPAIN

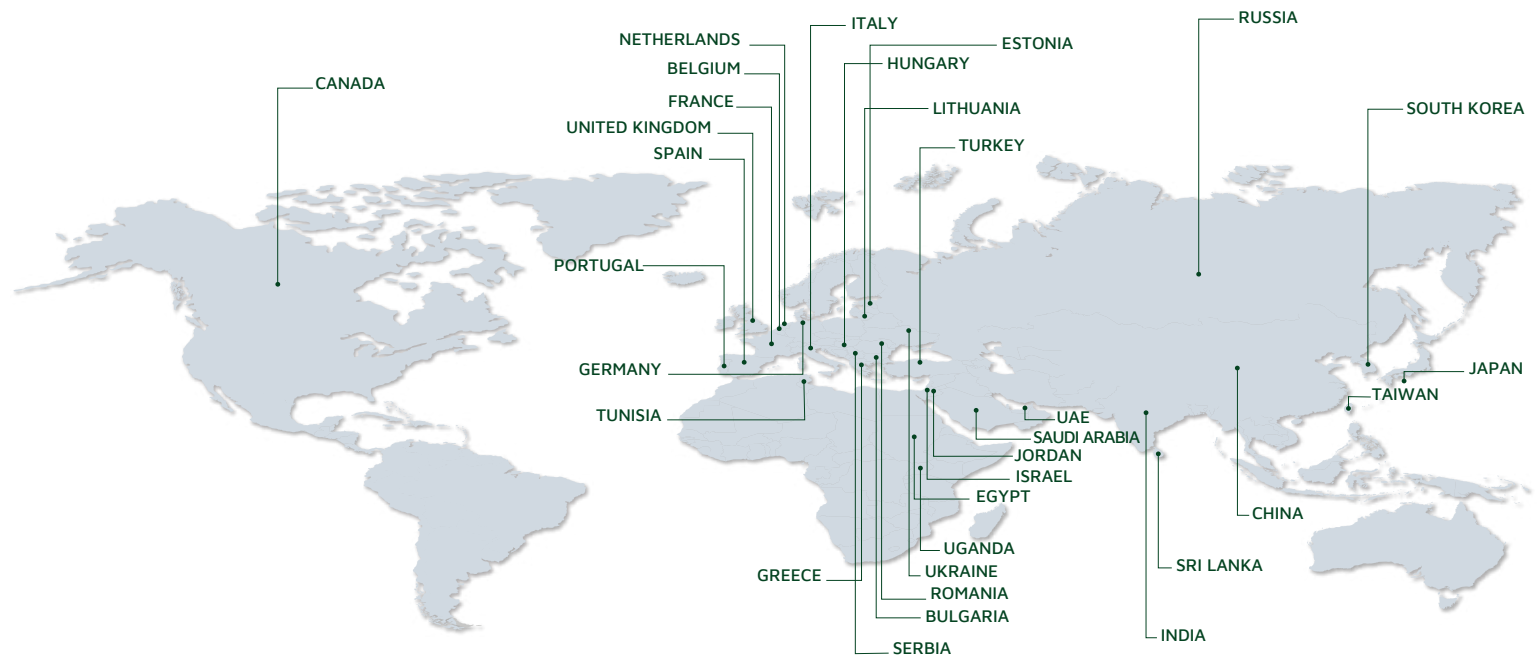


SOUTH AFRICA



SOUTH KOREA

2019 EXHIBITOR COUNTRIES



TOP 5
EXHIBITOR COUNTRIES

CHINA



SPAIN



NETHERLANDS



SOUTH KOREA



EGYPT



EXHIBITOR PROFILE



GREENHOUSE &
IRRIGATION
TECHNOLOGIES



PLANT NUTRITION
& PROTECTION



SEED



AGRICULTURAL
MACHINERY



LIVESTOCK

88% of our exhibitors recommends Growtech exhibition to other sector professionals

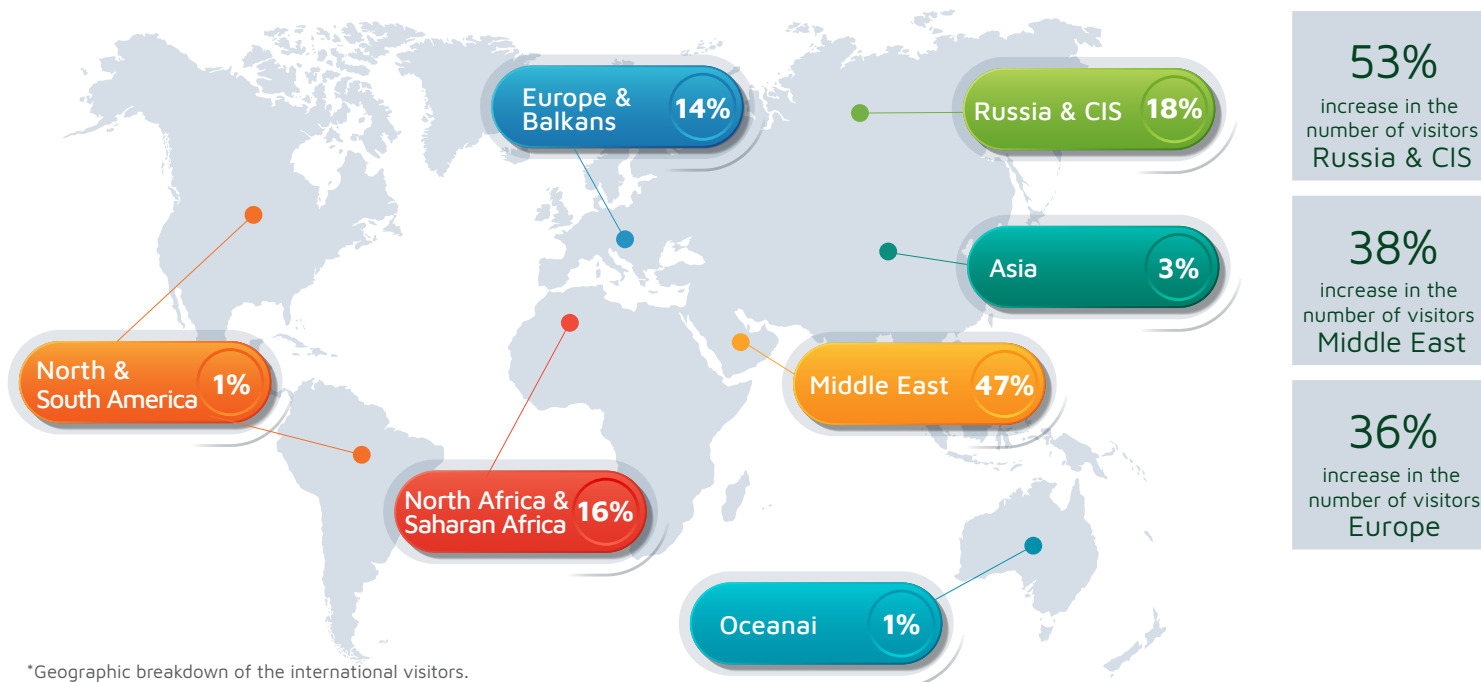
VISITOR ANALYSIS



TOP 10 VISITOR COUNTRIES

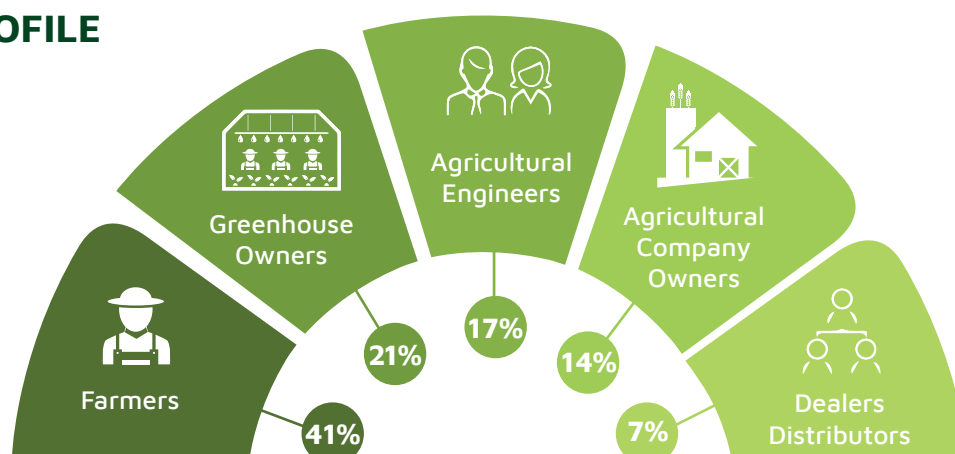


GEOGRAPHIC BREAKDOWN OF THE VISITORS



*Geographic breakdown of the international visitors.

VISITOR PROFILE



“ **82%** of our visitors stated that they would visit Growtech again in 2020 ”

EVENTS

**ATSO
GROWTECH
AGRICULTURAL
INNOVATION
AWARDS**

**HOSTED
BUYER
PROGRAM**

**PLANT
BREEDING
PROJECTS
MARKET**

**GROWTECH
AGRICULTURE
TALKS**

**PANEL
&
SEMINAR**



MARKETING CAMPAIGN

Highlights



email
1.530.000+
emails sent



**print
advertising**
285.000+



**digital
advertising**
33.488.000+
impressions



**direct
mail**
215.240
reach



**public
relations**
13.624.608
people reach



**partner
promotion**
50+
industry associations
& media



**sms
campaign**
481.992+



MEDIA COVERAGE

PRESS COVERAGE

288

Print Press
News

15

Television
News

1069

Digital
News

SOCIAL MEDIA



24.000 + Followers

22.643.425
reach

25.986.344
impression

53.388
interactivity



5.300 + Followers

146
posts shared

76.653
interaction

54.638
like
176
story shared



1500 + Followers

154
tweets

250
like
427
interaction
38
retweet



113 Posts Shared

13.429
impression

GROWTECH SUPPORTS SUSTAINABILITY

We use recycled paper
for all Growtech
printed materials.

We recycle our badges.

We support related NGO's.

Venue carpet is recycled
after the event.

We use LED technology
to save electricity.

SEE YOU NEXT YEAR **25-28 NOVEMBER 2020**, ANTALYA EXPO CENTER, TURKEY



Show Information

20th International Greenhouse, Agricultural Technology and Livestock Equipment Fair



25-28 November 2020



10:00 - 19:00



Antalya Expo Center / Turkey



Contact us to book your stand

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