

12-13  
OCT 2025

application file

# INN VAFLEUR

PARC EXPO  
TOURS

to return before Friday September 5, 2025



# NOVAFLEUR

## NATIONAL FLORISTS SHOW

PARC EXPO  
TOURS



novafleur.fr



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You have new products to promote, take part in the innovation competition of the Novafleur trade fair!

This competition will allow all exhibitors of plants, accessories, services, to highlight their innovations of the year and to make them discover to visitors.

### WHY REGISTER?

You will receive a prize, a real commercial tool highlighting your company's know-how with florists in terms of innovation.

You'll benefit from exceptional visibility in the run-up to the show, with dedicated communication: press release, visitor newsletters, spotlight on the Novafleur website, post on Novafleur social networks, etc.

And during the show: pre-selected innovations will be presented in a dedicated area at the heart of the show: a must-see for visitors!

A unique opportunity to ensure that your innovations are seen in detail by your future retailers.

### HOW TO APPLY?

- Complete the application file.
- If your file is accepted, a participation fee will be requested up to 100 € HT (-50 % discount for exhibitors who are C2F members).

### WHAT'S THE CALENDAR?

- May 5, 2025 : Registration opens
- September 5, 2025 : Closing of registrations
- October 12, 2025 : Announcement of the result and prize giving at the Novafleur trade fair

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### TO RETURN BEFORE FRIDAY SEPTEMBER 5, 2025 TO:

**Tours Événements – Novafleur, National Florists Show – Innovafleur Contest**

Rue Désiré Lecomte – 37 000 Tours – France

**File followed by Timothée LAHAIE - Tél. : +33(0)2.47.32.37.15**

**tlahaie@tours-evenements.com**

Company: .....

Name: ..... First Name: ..... Profession: .....

Address: .....

ZIP Code: ..... City: ..... Country: .....

Phone: ..... Mobile phone: .....

Email: .....

VAT number: .....

### Description of your innovation

You can submit a maximum of 3 files to the competition by completing one application file per innovation.

Commercial name of your innovation: .....

Date of marketing in France (month and year): .....

Description of the innovation (minimum 3 lines - maximum 20 lines): .....

.....

.....

.....

For the plants, indicate the producer's name: .....

If the innovation presented is a plant or a product, please complete the following information :

Height: ..... cm

Thickness: ..... cm

Width: ..... cm

Selling price: ..... €



TOURS  
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Rue Désiré Lecomte – 37000 Tours - FRANCE  
www.novafleur.fr

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### Your 3 innovative criteria in order of importance

Criteria n°1: .....

Criteria n°2: .....

Criteria n°3: .....

### Your 3 interests for florists in order of importance

Interest n°1: .....

Interest n°2: .....

Interest n°3: .....

Other special remarks: .....

Elements to join to your application file: vector logo, high definition photo/picture, exhibitor brochure

I, the undersigned, ....., representative of the company .....

confirm having read the rules of the Innovafleur Contest and accepts their terms without reservation.

☐ I agree to send the information on this form to Tours Événements

☐ I agree to send the information on this form to C2F

Company stamp

Signature preceded by the mention  
"read and approved"

Made in ....., the .....

*CNIL information: The information collected on this form is recorded in a file computerized by Tours Événements, for the purpose of monitoring the Innovafleur Contest, the management of applications, communication about the event or request formulated by the competent authorities. They are kept for 3 years by Tours Événements. These data are intended for Tours Événements domiciled at 26 Boulevard Heurteloup 37000 Tours. In accordance with the amended law "Informatique et Libertés" of January 6, 1978, you have the right to access and rectify information concerning you. If you wish to exercise this right and obtain information about you, please contact: infoperso@tours-evenements.com.*



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