

29 & 30
Sept. 2024

**NOVAFLEUR**

**PALAIS DES CONGRÈS
TOURS**

**INNOVAFLEUR CONTEST
APPLICATION FILE**

TO RETURN BEFORE FRIDAY AUGUST 23, 2024



29 & 30 sept. 2024
PALAIS DES CONGRÈS - TOURS

novafleur.fr   

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.

The price categories

Category n°1 - Innovafleur "Plants" Prize

Cut flowers and plants sold in florists.

Category n°2 - Innovafleur "Products" Prize

Supplies used by florists for the sale of flowers and plants.

Category n°3 - Innovafleur "Services" Prize

Assistance services to florists for the sale of flowers and plants.

Why register ?

You will receive a prize, a real commercial tool highlighting your company's know-how with florists in terms of innovation. The winner of each category will also win a one-page publication in the Fleurs de France magazine, the information magazine for florists.

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 ?

- February 21, 2024 : Registration opens
- August 23, 2024 : Closing of registrations
- September 29, 2024 : Announcement of the result and prize giving at the Novafleur trade fair



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TO RETURN BEFORE FRIDAY AUGUST 23, 2024 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 :

Postal code : City : Country :

Phone : Mobile :

Email :

VAT number :

Description of your innovation

You can submit a maximum of 2 files to the competition by completing one application file per innovation.

Please indicate below for which prize you are competing.

Plants

Products

Services

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 :



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Product features

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

Height : cm Thickness : cm
Width : cm Selling price : €

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.