

4-6 November

Exhibitor handbook

Trade Fair Aalsmeer 2025

Trade Fairs & Events July 2025





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1. General fair information

Thank you for participating in the 2025 Trade Fair Aalsmeer!

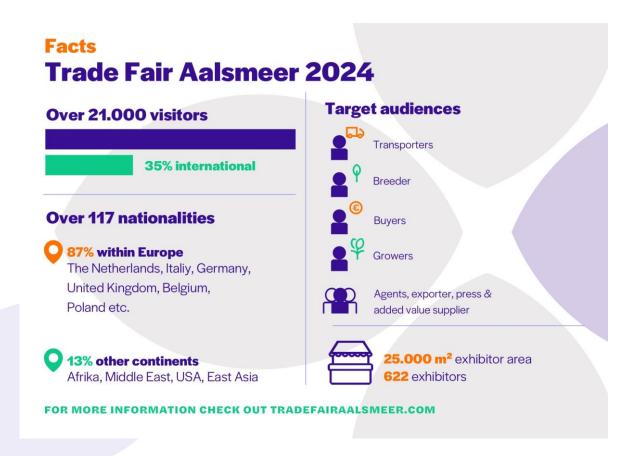
This international trade fair is one of the most important events of the year for exporters, wholesalers and their customers. This year we're celebrating the 25th edition of the Trade Fair Aalsmeer!

This handbook has been designed to make your visit easier and contains all the information you need to know. Please read it carefully. If you have any questions, please do not hesitate to contact the Trade Fairs & Events department on +31(0)88-7898989 or by email to events@royalfloraholland.com. Please do not hesitate to contact us if you have any other doubts or uncertainties. We are here to look after you.

The fair will take place on **Tuesday 4**, **Wednesday 5** and **Thursday 6 November 2025** in Aalsmeer. Keep this in mind when you invite your contacts. Also check the website www.tradefairaalsmeer.com for all the latest visitor information.

We hope to see you in November and wish you a successful fair.

Royal FloraHolland Team Trade Fairs & Events



Important changes compared to previous events

When ordering furniture prior to the fair from Thijs Standbouw:

Orders will be accepted until 23 September 2025.

Date of furniture order	Surcharge
from 24 September 2025	+ 20%
from 13 October 2025	+ 40% only delivery possible after consultation and if in stock.

All invoices of rental items must be paid by 13 October at the latest.

All invoices that include production items such as full colour panels and printed fabrics must be paid immediately upon order.

Dismantling can only take place once all visitors have left the floor

From a safety perspective, it is imperative that all visitors have left the floor before any dismantling takes place. This will be enforced more rigorously this year.

1.1 Activities overview

Date	Activity
No later than 23 September 2025	Complete order form via the link in the confirmation email. This will specify the requirements for names on the frieze (for standard stand construction), furniture, any additional power and lighting, etc. We allocate lunch packages according to the number of m2 (standard stand construction).
19 September 2025	Deadline for submitting drawings of own stand constructions to events@royalfloraholland.com
6 October 2025	Deadline for requesting suspension points to events@royalfloraholland.com
Week 42	You will receive supply forms, assembly schedule, return forms and delivery instructions via email.
Plants: Friday 31 October 7am to Sunday 2 November midnight	Deliver products and any decorative materials on a trolley with a supply form. Delivery location: Site 248, plant delivery area
Flowers: Friday 31 October 7am to Sunday 2 November midnight	Deliver products with a supply form at regular flower delivery locations.
Sunday 2 November from 7 a.m. to 5 p.m.	Set up stand
Monday 3 November from 7 a.m. to 5 p.m.	Setting up the stand There is no possibility of extending the set-up times due to the cleaning of the exhibition floor and the laying of the carpet, which starts at 17:00.
Tuesday 4 to Thursday 6 November. Open all days from 09:00-17:00.	Exhibition days
Tuesday 4 November from 15:00-17:00	Presentation and Sustainability Award in the VIP lounge in line 11
Wednesday 5 November from 5pm to 8pm	Prepared drinks and snacks in the Trade Fair Café, on the main catering plaza.
Thursday 6 November 17.00-17.30 hrs.	End of Trade Fair Aalsmeer and opportunity for the last visitors to leave the exhibition floor.
Thursday 6 November, around 5.30pm	All exhibitors must clear their stands. This year, there will be no dismantling until all visitors have left the exhibition floor, due to safety concerns.
Thursday 6 November 5.30pm to Friday 7 November 5pm	Dismantling stand walls, clearing the exhibition floor
Until Monday, 10 November 18:00	Deadline for returning products to location 248, plant delivery area

1.2 Important phone numbers and contacts

Who	Email	Telephone number	Subject
Royal FloraHolland Client Contact Centre	klantenservice@ royalfloraholland.com	+31(0)88-7898989	For all practical questions such as location, opening hours, visitors etc.
Trade Fairs & Events department	events@ royalfloraholland.com	+31(0)88-7898989	Organisation, layout, communication, promotion spaces, catering, parking tickets, construction schedule, supply and removal of materials, safety and technical inspection of customised stands, suspension points.
Thijs Standbouw	info@thijsstandbouw.nl	+31(0)172-530604	Standard stand construction, friezes, furniture, flooring. Customisation on request.
R.A.M. Power & Light	info@ram-power.nl	+31(0) 172-450 577	(Additional) power and lighting.

1.3 Opening hours

Tuesday, 4 November 2025 09:00 to 17:00 Wednesday, 5 November 2025 09:00 to 17:00* Thursday, 6 November 2025 09:00 to 17:00

1.4 Location

The Trade Fair Aalsmeer will take place on part of the plant floor (10.80) of Royal FloraHolland Aalsmeer. The address for navigation is Legmeerdijk 313, 1431 GB Aalsmeer. Follow the signs and parking instructions on site.

1.5 Fair organisation

For questions, contact the Trade Fairs & Events department via email events@royalfloraholland.com or via the central telephone number T 088 789 89 89.

1.6 Safety on and around the exhibition floor

The health and safety of all exhibitors, visitors and staff is our top priority. Follow the instructions of security staff, fire and healthcare professionals and the fair organisers at all times. All exhibitors, staff and visitors must register on arrival. To ensure safety, security strictly enforces access rules for the logistics floor.

During set-up and take-down, wear a **safety jacket and safety shoes** and follow the instructions of the security staff. During the fair, only use the designated entrances. This year, the fair will only be dismantled once all visitors have left the exhibition floor. Please explain this to your visitors of this on the last day of the fair.

^{*}You are cordially invited to enjoy a snack and a drink at the Royal FloraHolland Trade Fair Café on the large catering square from 5 pm on Wednesday 5 November.

1.7 Promotion by Royal FloraHolland

Of course, we do everything we can to make potential visitors aware of the Royal FloraHolland Trade Fair Aalsmeer. Activities by Royal FloraHolland include:

- Coverage in national and international trade magazines
- Inviting the press to visit the Trade Fair Aalsmeer
- Press releases in the Netherlands and abroad
- Announcements at various buyers' meeting places at Royal FloraHolland branches
- Signs at the Royal FloraHolland site, Aalsmeer branch
- Information page and banner on the internet: www.tradefairaalsmeer.com
- Messages in Royal FloraHolland's digital newsletter to customers and their contacts
- Personal invitation to customers
- Making invitations and toolkit available to exhibitors and customers in several languages
- Promotional activities abroad
- Digital advertising campaigns
- Presentation via clock news from Royal FloraHolland
- Posting messages on social media

As an exhibitor, you are also encouraged to use your own channels to promote your presence at the show. To do so, you can use the toolkit on the website.

1.8 Royal FloraHolland stand

The Royal FloraHolland stand is the heart of the fair. It is the meeting place where visitors can learn about Royal FloraHolland's services and the most important innovations, market and consumer trends. We would like to welcome you there!

1.9 All things new at Royal FloraHolland

Royal FloraHolland wants to encourage and reward innovation. This year, there is another innovation greenhouse. Register your innovation via the form.

1.10 Sustainability certification - FSI Compliant

Together, we will ensure fully certified supply by 2027. The vast majority of members and suppliers who offer, trade and settle flowers and plants through the Royal FloraHolland platform are now certified in accordance with the requirements of the Floriculture Sustainability Initiative (FSI). Certification according to the FSI basket consists of three pillars: GAP, Environmental and Social. The country in which the nursery is located will determine which pillars you need to meet as a business and which certificates are required to meet those pillars. During the Trade Fair Aalsmeer, you can recognise FSI-compliant exhibitors by a sign with an FSI image.

For more information, see also FSI 2025 - Floriculture Sustainability Initiative or Sustainability Certification | Royal FloraHolland

1.11 Sustainability Award

Royal Flora Holland wants to encourage sustainability in the supply chain and is therefore presenting the 'Sustainability Award' at the fair. Members of Royal FloraHolland can offer their product or concept for this purpose. The nominees will be presented at the Royal FloraHolland stand. The expert jury and public votes together determine the winner. The Sustainability Award ceremony will take place at the Trade Fair on Tuesday 4 November in the VIP lounge.

The Sustainability Award is not just any award. It is the annual platform where members of our cooperative are challenged and inspired to share their sustainable innovations, large and small. The award recognises, rewards and encourages growers whose vision and drive contribute to a future-proof floriculture sector.

For more information about the award and the prizes to be won, visit the website. You can still sign up until 31 August!

1.12 Catering

Catering will be provided by a large restaurant at the fair and a small catering plaza. The large restaurant can be found in the flower hall, the smaller one in the plant hall. The restaurant has the same opening hours as the fair. Coffee and tea will be provided free of charge through vending machines and several baristas on the exhibition floor.

Exhibitors are entitled to packed lunches during the exhibition days in most cases. You no longer need to enter these yourself on the order form. We have the following sliding scale (as stated on the registration form):

Number of packed lunch stallholders

	Up to 10m2*	Up to 16m2	Up to 24m2	Over 24m2	
Standard, or own stand construction**	2 packs per day	3 packs per day	4 packs per day	2 packs per 12m2 per day	

^{*} For Value-added Suppliers: always 2 packs per stand.

During the Trade Fair Aalsmeer 2025, SAB Appèl Catering B.V. once again has the exclusive right to provide full catering services. It is therefore not permitted to use any other caterer during the exhibition.

To work as efficiently as possible, you can have everything charged to your exhibitor pass during the exhibition days. No later than three weeks after the trade fair, you will receive an invoice from SAB-Appèl Catering B.V. with an overview of the products and services purchased. They charge a €12 administration fee for this.

Exhibitor pass catering request:

You can apply for this pass until 27 October by sending an email to tradefair@appel.nl Please include your stand number and company name.

Catering at your stand:

It is also possible to have catering delivered to the stand. To do so, fill in the form. This form can be submitted until October 27. Coffee and tea facilities are offered by Royal Flora Holland through various coffee points at the fair.

If you have more specific service requirements, please submit your request by 29 October at the latest via tradefair@appel.nl

1.13 Identification of visitors

This year, we are asking visitors to specify which target group they belong to. This will help us to gain a better understanding of who is attending the Trade Fair. They register again on entry Visitors are issued with a badge and matching key fob on entry, so you can identify them and deal with them appropriately.

^{**}For all stands larger than 60 m2, if own stand construction is chosen (bare meters with power point) no lunch packs.

1.14 Communication toolkit

The communication toolkit on the website www.tradefairaalsmeer.com/exhibitors has an email banner and invitation ready and available in three languages. You can use these to invite your contacts and in your communications.



REGISTEER NU TRADEFAIRAALSMEER.COM

1.15 Optimal trade fair presentation with Floriday QR code

Make sure you present yourself in the best possible way during the Aalsmeer Trade Fair and help visitors find their way to your products on Floriday. Click here for the options and how to do it yourself.

1.16 Hotel list

For fair participants wishing to stay overnight near Aalsmeer during the fair, we have a hotel list on our website.

1.17 Parking facilities

Exhibitors can park for free on the grounds of Royal FloraHolland Aalsmeer. During exhibition days and during set-up and take-down, traffic control will be present to promote a smooth flow. Follow the instructions of the traffic controllers and the signs on the site. Please keep the main parking deck free for Trade Fair visitors. Parking is not allowed in the auction halls. Improper parking on the Royal FloraHolland site will result in penalties. You will receive parking tickets at the same time as the supply information.

1.18 Press information

If you are launching a new product, a new catalogue or anything else during the Aalsmeer Trade Fair that might be of interest to the press, please let us know. You can submit this information* at events@royalfloraholland.com quoting "Press information".

You can also deposit press information in the Press Room in line 11 (near VIP Lounge) at the fair. You can leave it there during set-up.

* Please submit as pdf on 1 A4 in Dutch/English including contact details and stand number, max. 20 copies per language.

Something to celebrate?

Are you organising an event, such as a launch at your stand? Let us know by sending an email to events@royalfloraholland.com. We may mention this activity in the exhibition programme or on event website under news.

If you want to organise something during the fair in your stand or elsewhere at the fair that requires catering and/or sound, you can request this via events@royalfloraholland.com.

1.19 Promotion space

We offer our exhibitors the opportunity to rent a promotional space to draw extra attention to your product and/or stand at the fair. Check here the various options. You will receive the delivery specifications from the supplier. Participating exhibitors can indicate their preference and email it to the Trade Fairs & Events department at: events@royalfloraholland.com, stating "Request for Promotional Space 2025".

2. Exhibition instructions

2.1 Dispatch instructions general

As usual, you can deliver products and exhibition materials on auction trolleys or Danish containers via your carrier. Make sure each trolley is sealed and provided-with a clear supply form. Royal FloraHolland ensures that received trolleys are placed in the exhibition stand. Royal FloraHolland has no means of handling pallets or other types of load carriers. Please note that if your equipment does NOT fit on an auction trolley, our staff will NOT be able to bring the trolley to your stand.







Correctly loaded stack trolleys and Danish Containers with product and decorative material. Provide each trolley with a supply form! Large, heavy materials and stacking trolleys or Danish containers with protruding cargo cannot be transported by Royal FloraHolland. Make an appointment to deliver your materials via events.

2.2 Dispatch instructions plants

The plants you want to present in your stand (and any decorative materials) can be delivered on one or more trolley(s) from Friday 31 October until Sunday 2 November 24.00 hrs at the docks of the plant supply area, lock C3, docks 10.80 and location 248, stating Trade Fair Aalsmeer. Each trolley should have a supply form attached to it, which will be sent to you via email in week 42. The products will then be brought to your stand on the show floor. The plants should be kept well moist. **PLEASE. DO NOT USE/SEND REGULAR SUPPLY FORM OR EAB.**

2.3 Dispatch instructions flowers

The flowers you wish to present on your stand (and any decorative materials) can be delivered from Saturday 1 November 19.00 to Sunday 2 November 24.00 at the regular flower delivery points, stating Trade Fair Aalsmeer. A supply form should be attached to each trolley, which you will be sent via email in week 42. The products are then taken first to the cooler and then to your stand on the exhibition floor.

PLEASE, DO NOT USE/SEND REGULAR SUPPLY FORM OR EAB.

Please note!

It is not possible to send items at other times due to the logistics processes involved in the auction. You will not be able to bring products and/or materials to your stand during construction. The exhibition floor is not accessible by means of transport. If you do deliver the trolleys earlier or later, they will not reach your stand. Royal FloraHolland accepts no liability for incorrectly supplied

exhibition products. To deliver products and/or materials that cannot fit on an auction trolley, contact events@royalfloraholland.com.

2.4 Construction instructions

As an exhibitor, you are responsible for setting up the stand yourself. This can be done on Sunday 2 November from 7am to 5pm or Monday 3 November from 7am to 5pm. Please note that due to fire service control and carpet laying, all stands must be ready by 5pm on Monday 3 November.

There is no possibility of an extension! We will keep a close eye on this, otherwise we will not be able to deliver a clean floor on Tuesday morning. The organisation of the Aalsmeer Trade Fair will ensure that your products, if delivered on time, will be on the stand when you come to set up your stand.

2.5 Own stand builders/ arrangers

Are you not using the standard stand construction of Thijs Standbouw and have your own stand builder/arranger building and furnishing the stand at Aalsmeer Trade Fair? Then the following information applies:

- The technical design of the stand must be approved by Royal FloraHolland by 19 September 2025. This involves testing the design for dimensions and fire safety. The (sketch) design of the stand can be emailed to events@royalfloraholland.com
- <u>Construction schedule</u>, this will be sent to all exhibitors in mid-August and will also be available on the website then.
- <u>Construction passes</u> we no longer work with construction passes; construction is only possible according to the construction schedule.

PLEASE NOTE: all stands must be built and set up by 5pm on Monday 3 November. No exceptions are possible. The exhibition floor will be closed to cleaning and carpet laying.

The fire brigade will also check that your stand has been constructed in accordance with fire regulations. All combustible materials should be impregnated (see 3.6). Exhibitors should always follow instructions from the fire brigade.

2.6 Suspension points

Royal FloraHolland will hang suspension points above your stand if required. It is not allowed to attach suspension points yourself. Suspension points are fitted as close as possible to the desired point. However, the building structure limits precise positioning. Maximum load per suspension point is 50 kg. The use of lifting and hoisting equipment for hanging things above the stand is **NOT** allowed. Royal FloraHolland provides all suspension points in advance, including cable and height-adjustable lifting node. After the Trade Fair, leave the cable and hanging node hanging. In case of missing or damaged cable and/or lifting node, the materials will be charged to the applicant.

The application can be made via events@royalfloraholland.com Applications for suspension points must reach us by 6 October. Applications should include stand number, administration number, clear drawing, contact person and mobile number. The cost for construction and use of a suspension point is €85.00 per suspension point. The cost for requesting a suspension point after 6 October until 20 October of the construction period is €150 per suspension point. No suspension points can be requested after 20 October due to construction work and accessibility of the points above the stands. Please note that we invoice only exhibitors themselves, not in-house stand builders/arrangers.

2.7 Dismantling instructions

The Trade Fair Aalsmeer closes on Thursday 6 November at 5pm. You are **not** allowed to start clearing your stand earlier than 5pm.

Royal FloraHolland makes sure there are enough empty trolleys. This is where you place the products and any decorative materials. Don't forget to seal your trolley. This is necessary to minimise any damage. Attach a completed return form to each trolley (we will send you the return forms by email in the week before the fair, additional return forms are always available at the fair organiser's info stand). Leave the filled auction trolley at the stand. If return forms are not completed in full, it is difficult to take the trolleys to the correct location or find them again if necessary. So make sure everything is filled in!

The trolleys are sorted by Royal FloraHolland employees by group carrier and prepared at the plant supply area docks, lock C3, docks 10.80 and location 248. This is where trolleys are loaded.

From Thursday 6 November 5.30pm to Friday afternoon 7 November 5pm, you will have time to clear, dismantle and dispose of the stand. Please note that Thijs Standbouw's standard stand construction will be dismantled from Thursday evening. For standard stand construction stands, ensure that products and materials are on sealed trolleys by Thursday evening.

All products and materials remaining on the exhibition floor after 5pm on Friday will be removed. We will charge the cost of this to the stand holder plus €100 per trolley. Trolleys with returnable materials should be collected as soon as possible. Trolleys not collected by 6pm on Monday 10 November will be disposed of. The cost of destroying materials is €100 per trolley.

2.8 Cleaning

After construction, Royal FloraHolland's cleaning company will vacuum your stand. You should otherwise maintain the stand yourself. If required, Royal FloraHolland's cleaning company will also vacuum your stand on Tuesday evening. The cost of this will be passed on to you. Waste during construction and dismantling should be deposited, sorted, in the waste containers and on environmental carts scattered around the exhibition floor. For waste disposal during exhibition days or assistance from one of our cleaners, contact Danny Guijt,

E danny.guijt@facilicom.nl, T 06-57249511. The fair organisers themselves do not have a broom or vacuum cleaner to borrow.

3. Stand design

3.1 Stand information

The walls of the (standard) stands consist of system panels in a black colour with a low partition (see next page figure 1). This applies to both plant and flower stands. These panels are 1 m wide and are joined together with aluminium frames. The back wall is 2.5 m high, as are the side walls on the first metre from the back wall. The front metre of the side wall is 1 m high. If you want to close it, contact the exhibitor next to/behind you. They must grant permission for the wall to be closed off. If you do close the side walls or build higher without mutual approval from your neighbours, this gives the fair organisers the right to remove it.

Also, the (standard) stand is equipped with a frieze frame with nameplate. The stand is open at the top, so you can also place large plants in your stand. The furnishing of the stand may not be higher than 2.5m. If the furnishing of your stand is higher than 2.5m (max 3.5m), you must coordinate this yourself with the exhibitors next to you. Then send the design of your stand incl. the written consent of adjacent exhibitors to events@royalfloraholland.com. Only then will the fair organisers agree to increase stand walls. If, without prior consultation, the stand is built above the standard size, the stand will be dismantled by the organiser. It is not permitted to place products, seating or

promotional material outside the stand. If placed outside the stand, the fire brigade may clear your stand.

The stand is empty by default. You can bring your own furniture and carpet etc. or you can rent materials for the stand via the order form in the confirmation email.

Do you have any questions about your (standard) stand? During the construction of the fair, supplier Thijs Standbouw will be present and you can report to the information desk for questions about your stand. Thijs Standbouw also provides the friezes (nameplates) above the stand. Please indicate the name you would like on it in the 'Thijs Standbouw' section of the order form in the confirmation email.

Order furniture prior to the fair from Thijs Standbouw:

Orders will be accepted until 23 September 2025.

For orders placed from 24 September 2025, Thijs Standbouw will charge a surcharge of 20%. For orders placed from 13 October 2025, Thijs Standbouw charges a surcharge of 40%. Orders placed after 13 October are subject to consultation and availability of stock.

All invoices of rental items must be paid by 13 October at the latest.

All invoices that include production items such as full colour panels and printed fabrics must be paid immediately upon order.

Please note: clearly indicate on the order form in the confirmation email whether you are using Thijs Standbouw's standard stand construction or have your own stand builder/arranger. In the latter case, no standard walls or frieze are installed. You then rent only the space with a power point.

It is forbidden to use flammable material such as straw, nylon dust or wood chips. Please note: the floor is concrete. So there is no standard flooring at the stand.

Are you hiring your own stand builder? If you have your own stand built, the structure should be able to stand on its own. It is <u>NOT</u> allowed to attach walls or systems or anything similar to Thijs Standbouw's standard exhibition walls. These walls are exhibition walls and not suitable for structural purposes. So hooks, clips or other ways of attaching to the standard exhibition wall are not allowed. This is strictly monitored and if found, the stand must be adjusted. Liability for damages and consequences of any accidents lies with the offender and not with Royal FloraHolland. Please inform them about the rules that apply to setting up and dismantling, the times, etc. We also ask you to inform the Fairs and Events department at events@royalfloraholland.com.

CAUTION it is **not** allowed to store materials behind the exhibition walls during the exhibition. This creates dangerous situations.

3.2 Lighting and power

In all standard stands, lighting is hung at the front of the stand from the frieze strip. This is one duo spotlight (2 75-watt spots) per 4 m2 of stand space.

One 1 KW socket will be laid in all individual stands.

When you choose to build your own stand, only electricity is available in your stand. All other cases will then lapse. Do you need more power output than the standard 1 KW? Then order additional power connection(s) via the order form section R.A.M. Power & Light.

For stands of grower collectives, 1 KW of power capacity per supplier is included in the price, with a maximum of 1 KW per 8m2 of stand area. Additional lighting is also requested from R.A.M. Power & Light. You will receive an invoice from R.A.M. Power & Light for these additional power connections and lighting (this only applies to the connections and lighting). Besides this connection(s), you also pay for the additional power requested. For the additional power consumption, Royal FloraHolland will charge €60 for each additional KW requested after the fair.

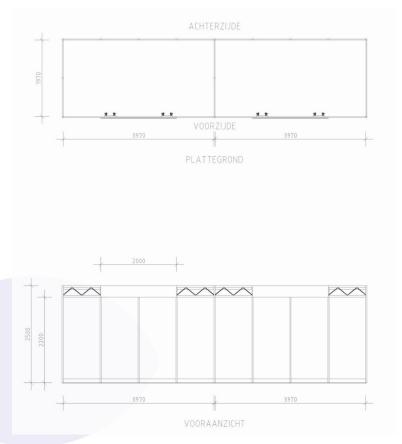
This will be settled via the auction collection (i.e. this is about the additional power capacity requested).

Do you have another lighting supplier? Then tell R.A.M. Power & Light how much power you need. R.A.M. Power & Light can be reached at T 0172 450 577 or email info@ram-power.nl.

3.3 Graphics standard stand construction



Figure 1. Example Standard stand construction by Thijs Standbouw.



3.4 Decorative material

You can bring your own decorative materials and send them off using the same procedure as mentioned in paragraph 2.2 (sending plants) or paragraph 2.3 (sending flowers).

Tip: For hanging materials, you should have S-hooks, chains and/or suitable tape. This is available at the information desk.

3.5 Fire instructions

Smoking is prohibited inside Royal FloraHolland buildings. The use of open fire inside the building is strictly prohibited, as is the use or storage of gas cylinders. By order of the fire brigade, exhibitors may only use non-flammable or fire-resistant materials for stand decoration or impregnated materials that are fire-resistant.

The use of flammable decorative materials such as jute, various types of paper, wicker mats and fabrics is only allowed if they are impregnated with a fire retardant.

Royal FloraHolland's fire brigade is present during the build-up, the fair itself and the dismantling period. Instructions from the fire brigade should always be followed.

The fire service can be contacted via customer service, T 088 789 89 89.

In case of emergencies, call T 0297 392 222.

Certificates of impregnated decorative materials must be shown if requested. If an inspection by the fire brigade reveals that the stand does not meet the specified requirements, the participating contact person (stand holder) will be contacted. The stand will then be impregnated at the exhibitor's expense or the materials removed from the stand.

It is not possible to use wood chips or wooden planks as bedding, for example. You can choose from a bare floor or carpet tiles.

Storage of materials near fire hose reels or small fire extinguishers is prohibited and will be removed upon detection.

3.6 Frequently asked questions

If you still have questions check out our frequently asked questions on our website.

