AUTARKIA
Green World Tour

Your way to the mainstream!

Green World Tour Fairs

Effective distribution channels for sustainable products and services

Range of Products, Services & Prices 2018
(as of 11/2017)

Fair domain: Green Study & Career Lounge

Exhibition topics:
- Education
- Bachelor/Master/PhD
- Career

Green World Tour Fairs

Fair Concept

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Are you ready to go mainstream?

The Green World Tour Fairs offer a platform for fair exhibitors to reach their potential end consumers, as well as introduce the newest sustainable products, services, and concepts to the public. Fair visitors tend to consist of mainstream citizens, business people and people already involved in sustainability.

Key Aspects of the Fair

- 2 fair days (day 1: from 11am to 7pm - day 2: from 10am to 6pm)
- 50 - 150 exhibitors
- 30 - 40 lectures from exhibitors and experts
- 3.000 - 6.000 well prepared visitors who are interested in sustainability over a duration of two days
    - Citizens (mainstream)
    - Businesspeople (entrepreneurs, specialists, CSR representatives)
- Fair organised as a tour - with matching fair-dates
- Service for visitors and exhibitors:
    - Matching-Technology:
      IT-supported matching of visitors and exhibitors
    - Scheduled appointments with visitors

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Green World Tour Fairs

Impressions Green World Tour Berlin 2017

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Photo gallery: https://autarkia.info/green-world-tour-messen-besucher/green-world-tour-berlin

Green World Tour Fairs

Fair Areas

The Green World Tour Fair is divided into four distinct areas:

- Green Study & Career Lounge
- Green Technology & Concepts Expo
- Green & Fair Investment Forum
- Green Lifestyle Market

Green World Tour Fairs

Fair Locations 2018

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23.-24. February, 2018 **Stuttgart**

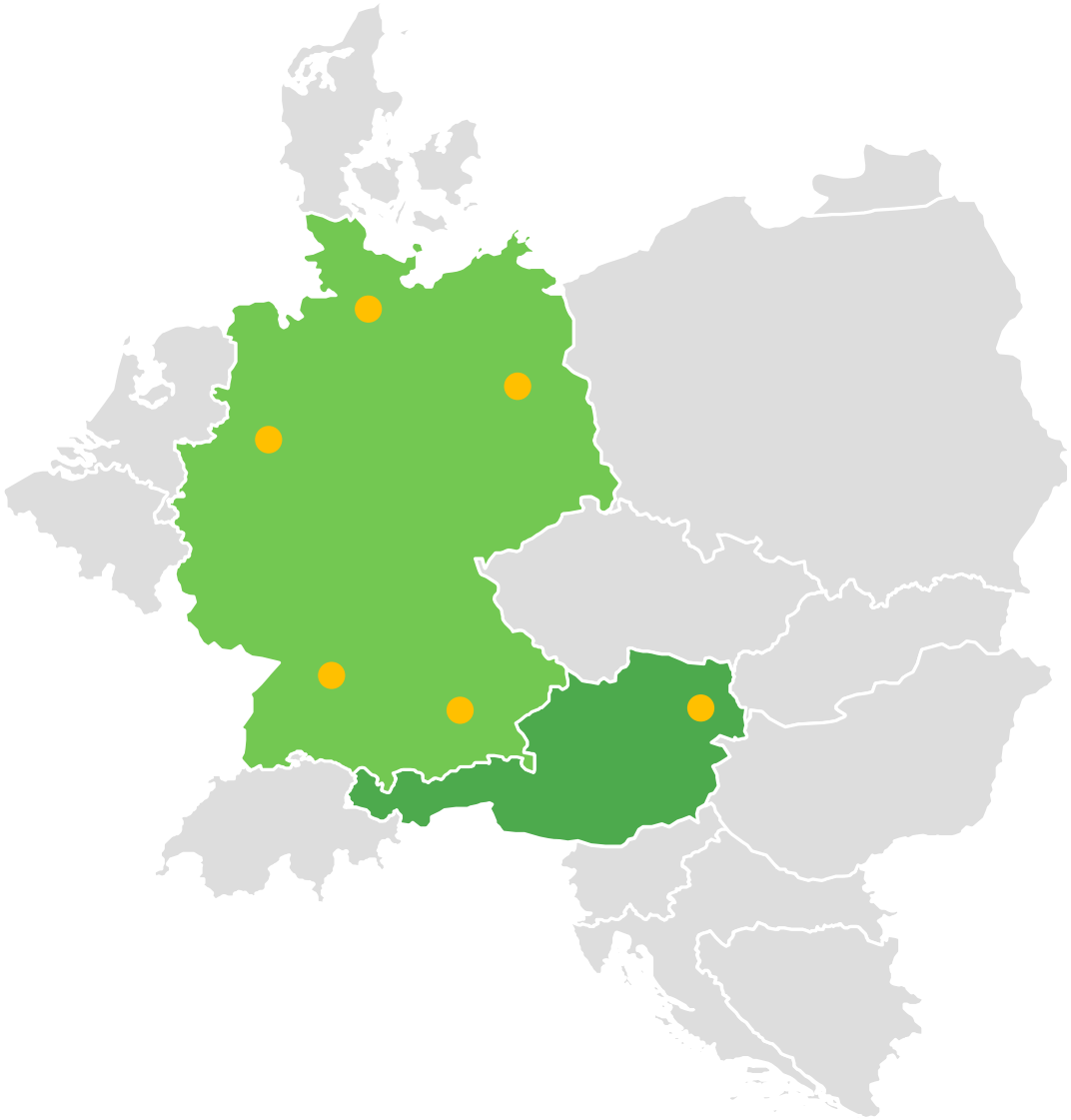
06.-07. April, 2018 **Munich**

05.-06. May, 2018 **Vienna**

14.-15. September, 2018 **Hamburg**

29.-30. September, 2018 **Berlin**

06.-07. October, 2018 **Münster (Westf.)**



Green World Tour Fairs

Matching Technology

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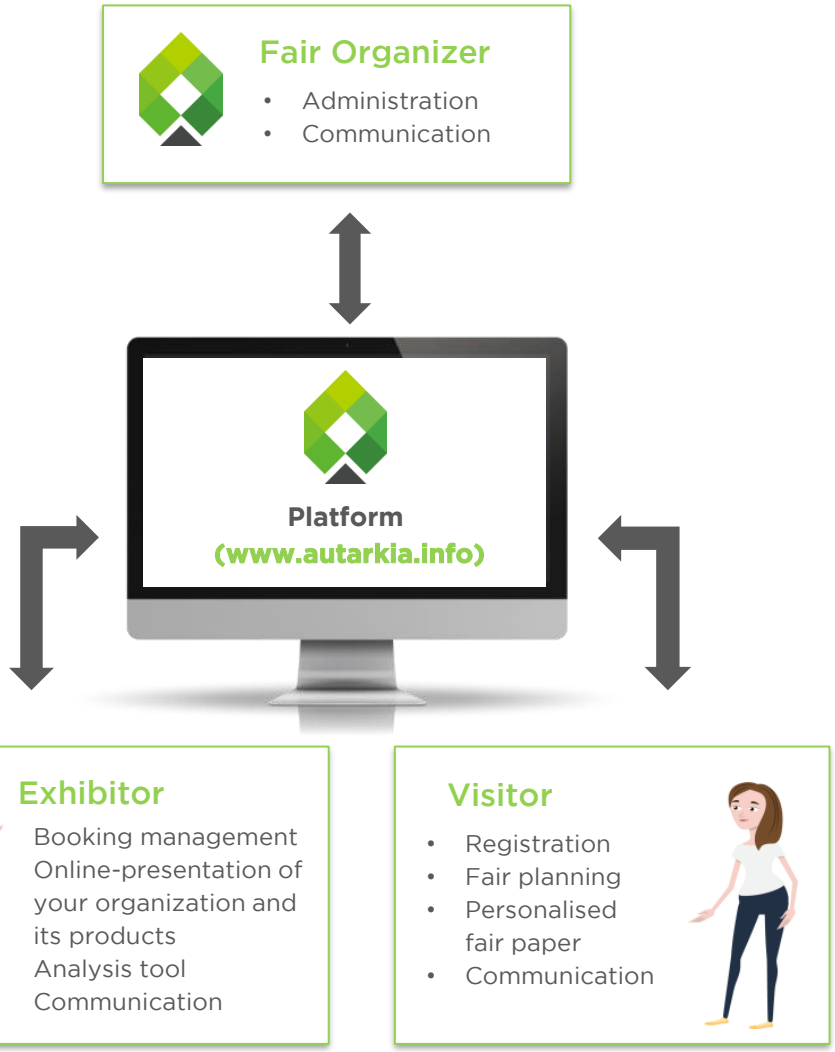
Visitor and exhibitor are unerringly brought together.

1. Exhibitors introduce their products and services to fair visitors with an online-profile on www.autarkia.info.
2. Fair visitors register themselves prior to the fair online on www.autarkia.info, creating individual interest profiles.
3. The Autarkia matching platform compares the interest profiles of fair visitors with products and services offered by exhibitors. Visitors are then presented with
   I. which exhibitor or rather which products &
   II. which lectures could be interesting to them
4. The visitors then have the possibility to
   I. make an appointment with an exhibitor,
   II. register for lectures,
   III. create and print a customized fair plan.



Green World Tour Fairs

Target Audience

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Your customers are our target group

We conduct intensive and versatile visitor marketing to maximise your success at the fair as exhibitor.
We focus on following groups:

- **Mainstream citizens with a sensitivity for sustainability topics**
- **People, either already living sustainable or engaged in the sustainability scene**
- **Entrepreneurs, managers, and CSR-representatives**

Green World Tour Fairs

Visitor Marketing

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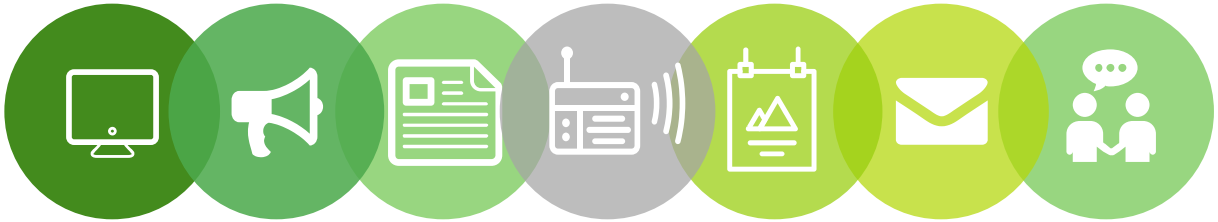

Visitor marketing is based on a cross-media strategy.

It involves the following approaches, among others:

Online marketing campaign with different target groups
- Facebook marketing
- Google AdWords
- Marketing ads, banners and advertorials on diverse online platforms

Promotion with information-booths and flyers within the vicinity of the fairs (within a radius of 30-50 km of the respective fair location)
- Street-Promotion
- Promotion on weekly markets
- Promotion on wholesale markets (target groups: businesses)

Placements of ads and media cooperation with local newspapers as well as specialised media

Media cooperation with local radio stations

Billboards at selected locations

Postal mailings to CSR-representatives and managers of local businesses in the vicinity of the fair

Cooperation with organizations of the respective local sustainability scene

Green World Tour Fairs

What's in it for you?

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Six reasons to join the Green World Tour Fairs

1. The fair is your **direct access to the end customer** without any wastage.

2. You will reach receptive **individuals and business people**
   I. **mainstream citizens**
   II. **people engaged in sustainability**

3. We offer **well prepared visitors** to ensure high quality in conversations thanks to the platform-supported matching technology.

4. **Visitors can communicate with you already prior to the fair** and thus register for a meeting appointment.

5. As an exhibitor you will receive our **„All-round Carefree Package "** including good support, catering, electricity, garbage disposal, WiFi, scheduling of appointments, and much more.

6. With your participation as an exhibitor at the Green World Tour you can show your colours and **position your brand in a sustainable context.**.

Green World Tour Fairs

Range of Products, Services and Prices 2017/18

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Products	Prices
Fair stand in the “Green Study & Carreer Lounge“	6qm – 2.000 €* 9qm – 2.500 €* 12qm – 3.000 €*
Exterior area of the fair	Please ask for an individual offer
Fair stand in the „Green StartUp Area“	Please ask for an individual offer
Online advertorial (on our website and Facebook)	250 €*
Exhibitor Lecture (20 minutes | 20-30 seats)	250 €*

Standard fair stand includes:

2 days of fair, Xsqm exhibition space with rear walls, a table or a high table, 2 chairs, catering for 2 people on 2 days, electricity (1KW), WiFi, garbage disposal, registration in the online exhibitor catalogue + fair paper

Exterior area includes:

2 days of fair, Xsqm exhibition space, catering for 2 people on 2 days, electricity (1KW), garbage disposal, registration in the online exhibitor catalogue + fair paper

Do you have special requests?

We strive to fulfil your special requests.
Feel free to contact us!

Registration for the Fair

Please use the registration form on
www.autarkia.info/GSCL

As fair organiser we reserve the right to exclude any exhibitor, if the presented products are not sustainable or do not fit the fair concept.

* All prices valid for bookings until 31/12/2017. All prices are excluding 19% VAT.

Autarkia GmbH

Green World Tour Organiser Mission Statement

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“Autarkia - making sustainability mainstream.”

Sustainable products, services, technologies, business models and concepts only exist in a niche of our society. They are far from becoming mainstream. If we want to preserve a livable earth for our children and grandchildren, things must change - as soon as possible.

Autarkia strives to accelerate the development towards a sustainable society. To this end we organise platform supported user and consumer events (Green World Tour Fairs), allowing corporations, organisations and scientists to commercialise and distribute their sustainable offers. Connecting web based platform technology with regional fairs allows us to unerringly bring together supplier and consumer.

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Your consulting team

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Feel free to contact us for all questions regarding your fair presence.

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