



AUTARKIA

Green World Tour

Green World Tour Fairs

Effective distribution channels
for sustainable products and
services

Product Specifications & Prices 2018
(as of 11/2017)

Fair domain: Green Lifestyle Market

Exhibition topics: Nutrition, fashion, leisure,
cosmetics, furniture, design,
household appliances,
electronics, health, toys,
luxury...

Your way to the mainstream!



Green World Tour Fairs

— Fair Concept

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



Green World Tour Fairs

Impressions Green World Tour Berlin 2017



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 Lifestyle
Market

Green Technology &
Concepts Expo

Green & Fair Investment
Forum

Green Study & Career
Lounge



Green World Tour Fairs

— Fair Locations 2018



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

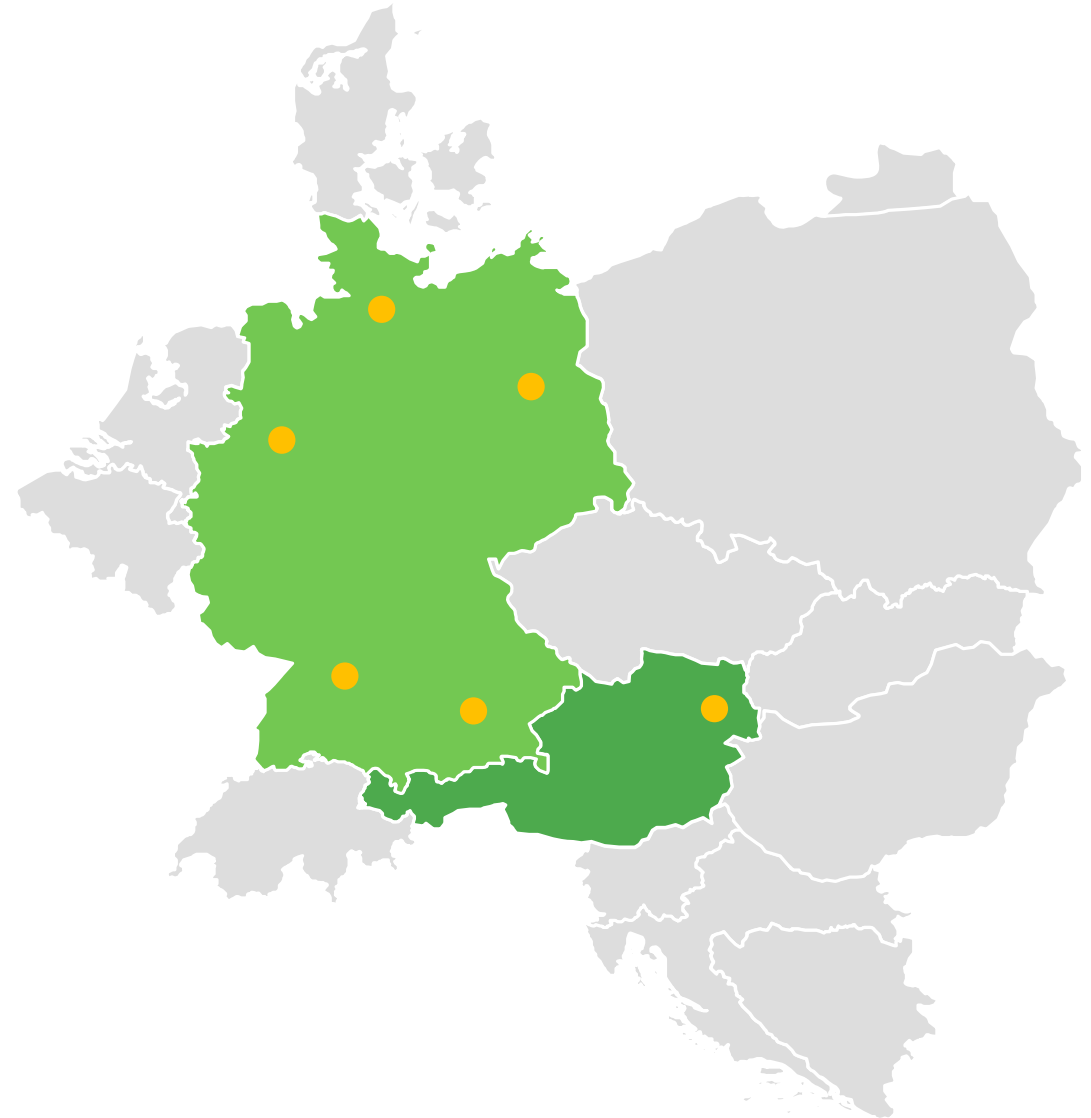
06.-07. April, 2018 **Munich**

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

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

SUSTAINABILITY
FOR
EVERYONE!



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



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?



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



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

Products	Prices
Fair stand in the "Green Lifestyle Market"	4qm - 1.000 €* 6qm - 1.500 €* 9qm - 2.000 €* 12qm - 2.500 €*
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 €*

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/GLM

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 31/10/2018. All prices are excluding 19% VAT.

“ **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.



Green World Tour Fairs

— Your consulting team



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



Marlene Wunder



Celia Meienburg

T: 0049 (0)2562 60022-20

E: sales@autarkia.info

I: www.autarkia.info



FIND US ON



Autarkia GmbH

Fabrikstraße 3

D-48599 Gronau, Germany