

19TH EDITION

BUYER POINT...

24-25
MAY
2023

EAST END
STUDIOS
Milan



www.buyerpoint.it

Media partner

FERRA & CASA
MENTA & LINGHI

MONDO RATIO.it
BIRCO HOME GARDEN

greenline

GREENRETAIL.it

 GRUPPO EDITORIALE
COLLINS SRL

WHO WE ARE

From **15 years Buyer Point** gathers together buyers and suppliers, focusing on the market developments to capture innovation processes requested by its exhibitors.

Since 2015 the event has become more and more international: participants come from all over Europe and every year Buyer Point involves **more than 100 foreign buyer** that meet our exhibitors.

Buyer Point is reserved to buyers and exhibitors and allow all participants to meet together in a one workday,

reducing travel time and costs.

Exhibitors, by signing up on our website **www.buyerpoint.it**, have the opportunity to know in advance all the buyers involved and fix the meeting for the 25th of May.

Buyer Point participation includes Opening Dinner invitation that took place the evening before the event. It is undoubtedly the greatest moment of networking in the DIY and garden market where you can meet the key players in a relaxed context with great food and good wine.

WHO JOINS BUYER POINT

Exhibitors

Producers and suppliers of DIY, hardware, household and garden products:

- Garden
- Workwear
- Personal Protective Equipment
- Colours and coatings
- Power tools
- Organizers and household
- Decor
- Hardware and tools
- Exhibition and services
- Heating and climate
- Electricity
- Car accessories and cleaning
- Building
- Bathroom furniture and hydraulics
- Lighting
- Fastener
- Pet

Visitors

The entrance is by invitation only, it will be provided by exhibitors and event organizers:

- Large-scale distribution buyers
- Category manager
- Store manager

- Wholesalers
- e-commerce and marketplace
- Building consortiums
- Garden centres
- Big hardware stores
- Large European distributors
- Foreign importers and distributors





4,400 sqm. area



Exclusive entrance:
it guarantees the opportunity
to meet all Buyer Point
exhibitors and fix the
meetings online

Opening Dinner:
the most enjoyable work
appointment of the year, in
which you can meet your most
important clients and talk
about business with a mojito
or a good glass of wine

All-inclusive:
the stand price includes
all the meals during the
event, goods delivery,
parking passes and all
the fair costs

A single day:
an event designed
to reduce the
travel time
and costs



AN INTERNATIONAL EVENT

We can say that almost the whole of Europe participated in **Buyer Point**, these are the most important chains that took part in our event, but over the years, **more than 300 foreign chains** have sent their buyers to Milan:

HORNBACH – Germany

BAUMAX – Germany

EPICENTR-K – Ukraine

TVOY DOM – Russia

MAXEDA – Netherland

HUBO – Belgium

TOPLINE – Ireland

ADEO – France

EHLIS – Spain

ARABESQUE – Romania

PEVEC – Croatia

PRAKTIKER – Bulgaria

4,000
European
stores
represented

70% the presence
of the Italian **market**

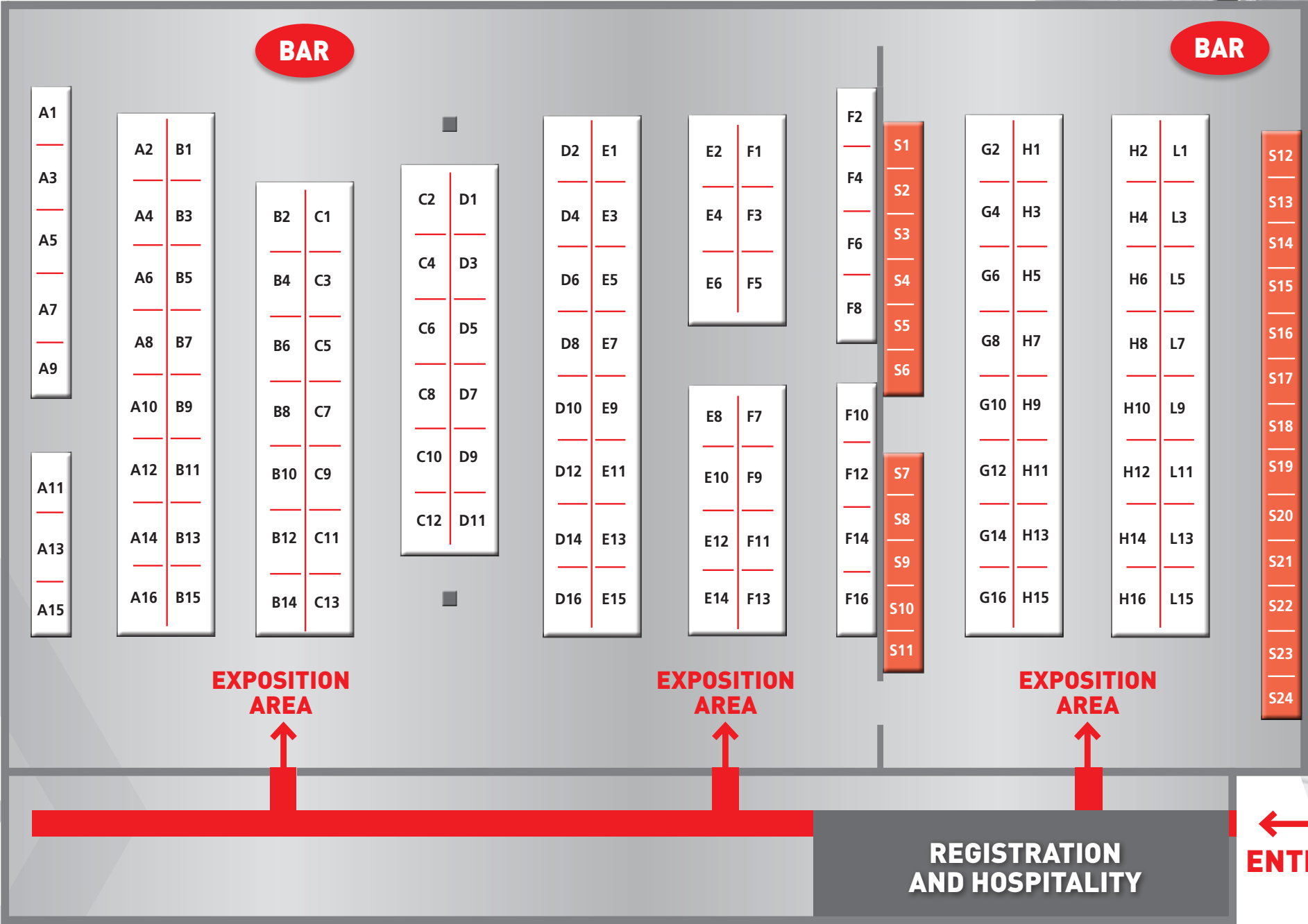
>>154
exhibitors

>>18 countries
represented

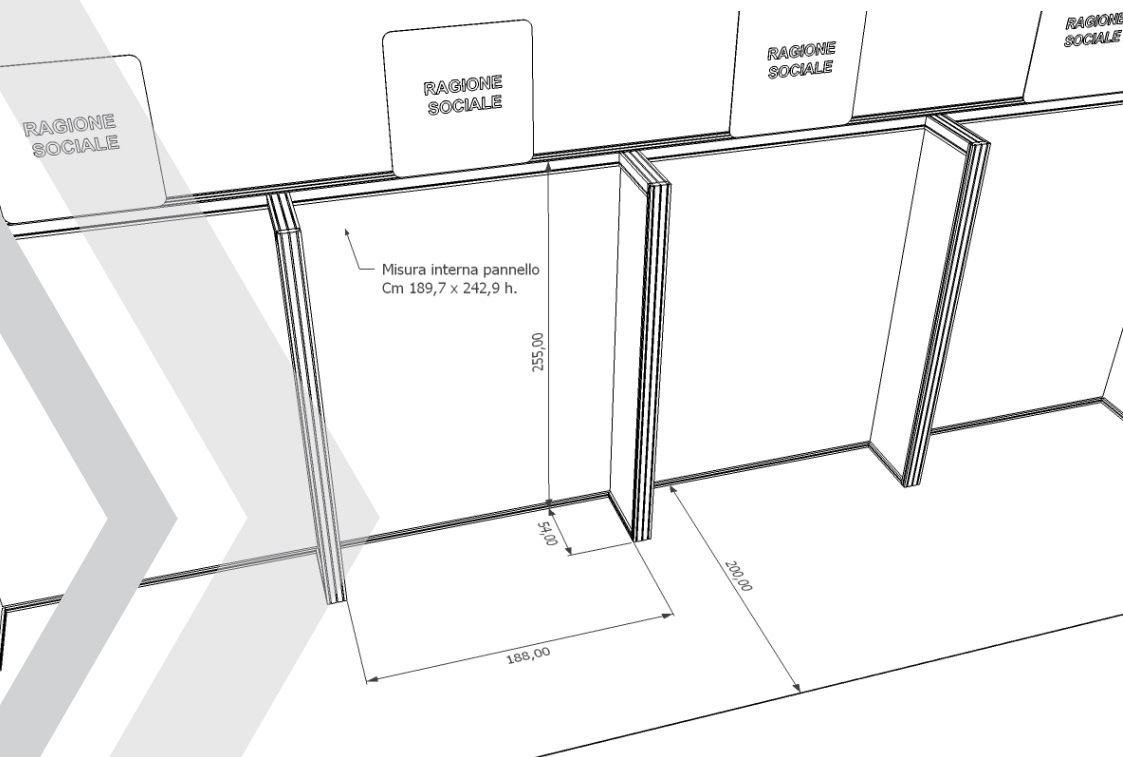
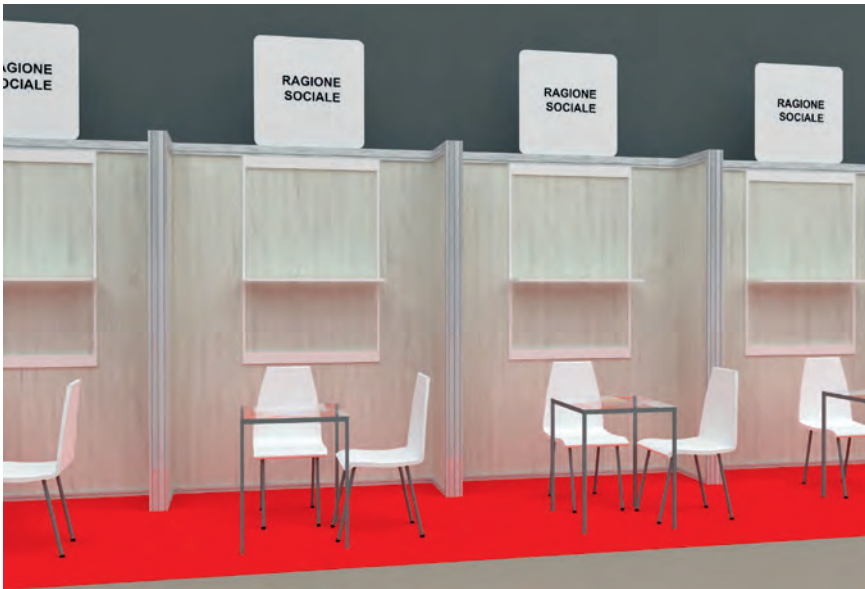
Almost
400
buyer
of which
110
from
Europe



THE EXHIBITION GROUND



EXHIBITION FORMULAS



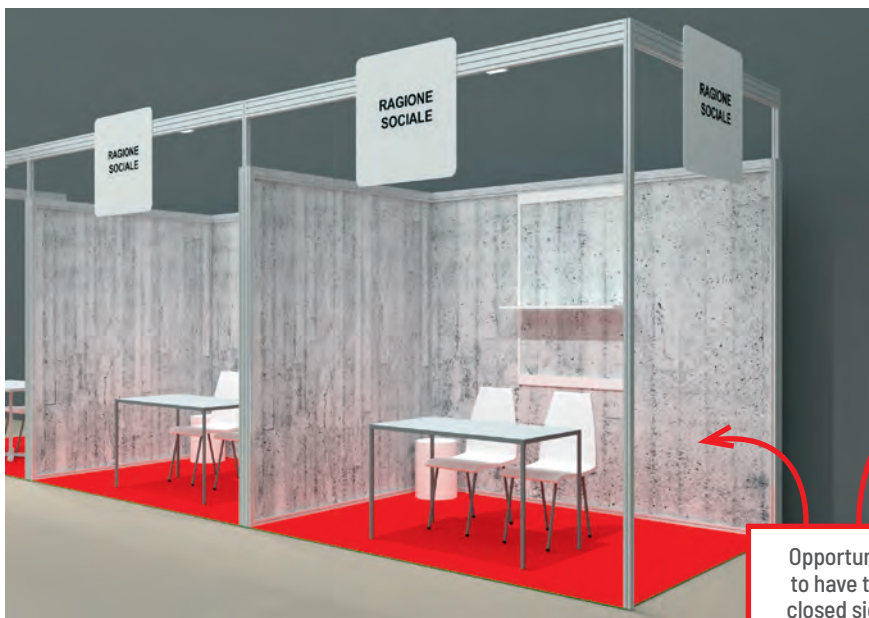
SHOWCASE



- a space of cm 188 (length) and cm 255 (height) to show your own products
- bilaminate white walls (not pierceable)
- vermillion red carpet
- 1 white table (cm 63x63x73h)
- 2 white chairs
- 1 shelf (cm 100x30)
- 1 basket
- 1 hanger
- 1 fascia board with company name (cm 80x80) provided by us
- 1 multi-socket
- 2 LED lights 30W
- wiring and connections
- **2 ENTRANCES**



EXHIBITION FORMULAS

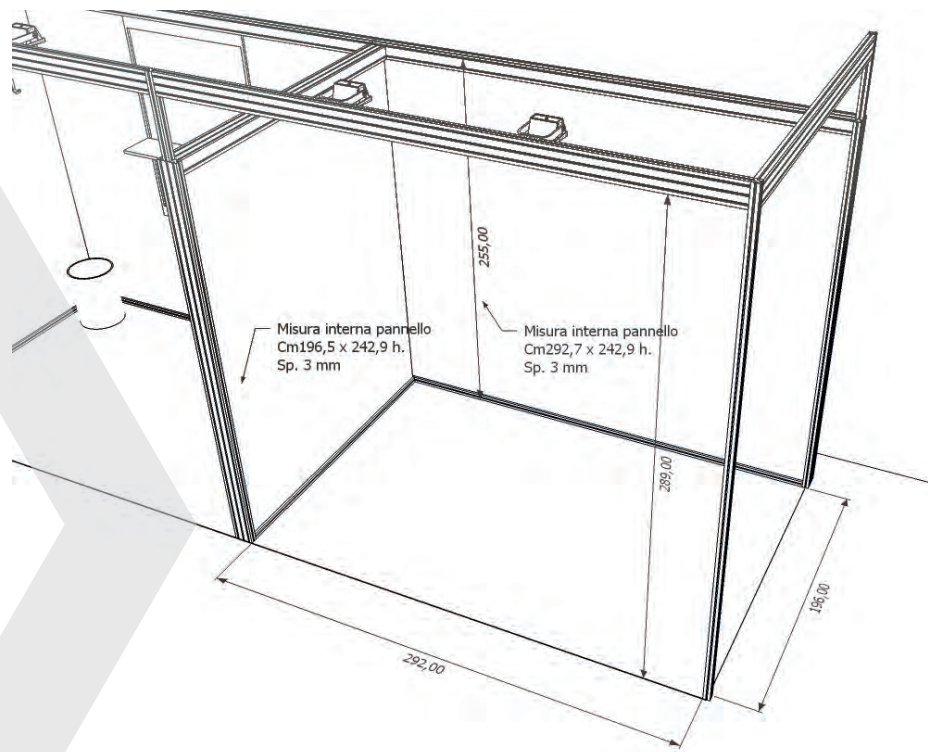


Opportunity to have two closed sides



BASIC STAND

3x2 mt.
(6 sqm)

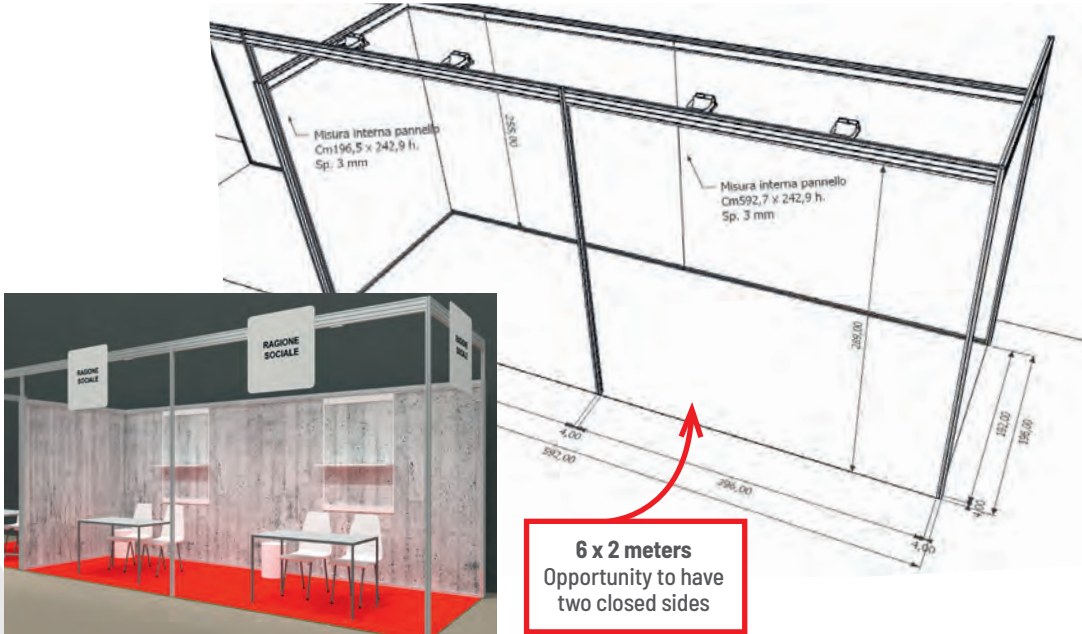


- bilaminate and concrete effect walls – cm 255 height (pierceable)
- vermilion red carpet
- 1 white table (cm 123x63x73h)
- 2 white chairs
- 1 shelf (cm 100x30)
- 1 basket
- 1 hanger
- 1 fascia board with company name (cm 80x80) provided by us
- 1 multi-socket
- 2 LED lights 30W
- wiring and connections
- **4 ENTRANCES**

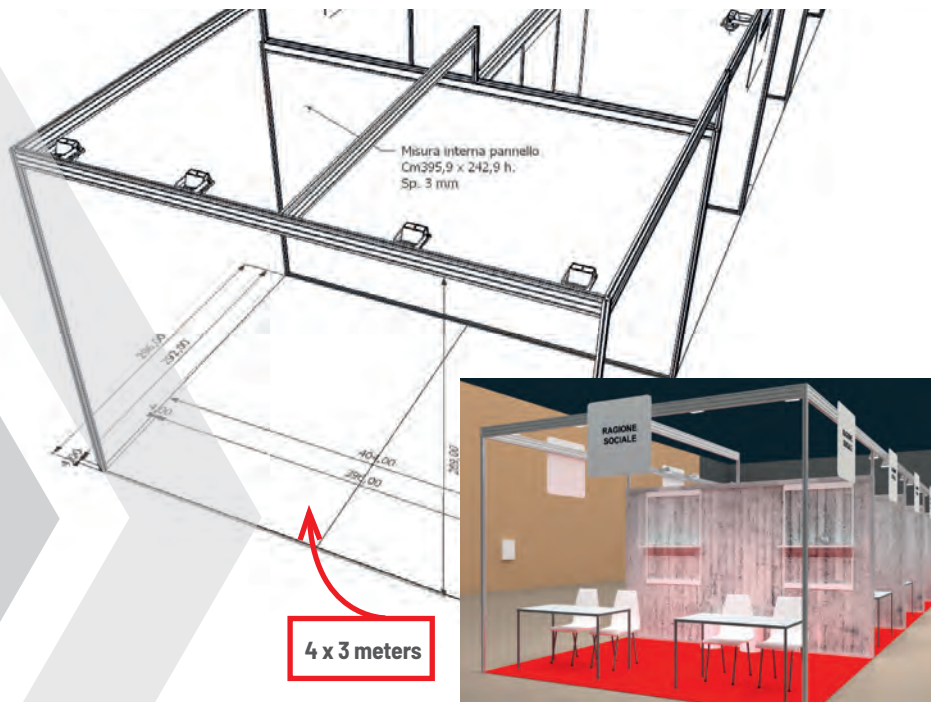
EXHIBITION FORMULAS

DELUXE STAND

4x3 mt.
or
6x2 mt.
(12 sqm)



- bilaminate and concrete effect walls - cm 255 height (pierceable)
- vermilion red carpet
- 2 white tables (cm 123x63x73h)
- 4 white chairs
- 1 shelf (cm 100x30)
- 1 basket
- 1 hanger
- 1 fascia board with company name (cm 80x80) provided by us
- 2 multi-socket
- 4 LED lights 30W
- wiring and connections
- **6 ENTRANCES**



GOLDEN SPONSOR

Participate as **protagonist** with the best visibility.

- Printed Logo on the tote bags distributed during the event
- Logo in all the official communications of Buyer Point
- Co-Branding page on March, April and May issues of *Ferramenta&Casalinghi*
- Co-Branding page on March and April issues of *Greenline*
- Unlimited access to the exposition area
- Participation to Opening Dinner
- Advertising leaflet (max 100 gr) inserted in the B-Box
- Reserved parking and table during the Opening Dinner



www.buyerpoint.it

