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demopark 2023

+ Sonderschau Rasen mit Golf- und Sportrasen
Turf Show with Golf and Sports Turf

Flugplatz Eisenach-Kindel | 18.-20. Juni 2023
www.demopark.de

Contact Christoph Götz
Phone +49(0)69-6603 1891
Fax +49(0)69-6603 2891
E-Mail presse@demopark.de
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Outdoor trade fair demopark 2023 meets with great exhibitor interest

Frankfurt, November 16, 2022 - The green industry is looking forward to the coming year with excitement. Because from June 18 to 20, demopark in Eisenach, Thuringia, will finally get underway again. The industry's largest outdoor exhibition in Europe is counting on a reunion with all the well-known technology brands.

Innovative machines, equipment and digital solutions for practical use in gardening and landscaping, for municipal applications and for sports and golf course maintenance are just waiting to show what they are made of in realistic demo use.

demopark determines innovation cycles

"The exhibitor response is already extremely high. A good 85 percent of the space is effectively booked out," says demopark trade show director Dr. Tobias Ehrhard. After last year's pandemic-related break, the industry has a variety of interesting highlights in store. "For years, manufacturers have aligned their innovation cycles with demopark. Our novelty medals are regarded as important trend and progress indicators. All the more so in an environment that is undergoing rapid change due to digitalization and electrification," emphasizes Ehrhard.

True open-air feeling with event character

The fact that the costs for exhibitors are manageable compared to indoor exhibitions is another argument in favor of demopark's attractiveness and scope, he adds. "On the visitor side, we expect a real push effect in 2023. After all, we can offer a real open-air feeling again in June. Technology to touch and try out for green professionals, municipal decision-makers and greenkeepers," explains the trade show director.

A trade fair of



VDMA Services GmbH
Lyoner Straße 18
60528 Frankfurt am Main
Phone +49 69 6603-1892
E-Mail: presse@demopark.de
Internet: www.demopark.de

Chairman of the
supervisory board:
Henrik Schunk
Managing Director:
Holger Breiderhoff
Sven Laux
Dr. Ralph Wiechers

Register court:
Amtsgericht Frankfurt
HRB10883
Tax-No. 045 234 36106
VAT.-IdNo.. DE 114156212

No other industry exhibition offers the opportunity to put the latest technology through its paces under real-life conditions. "With its unique event character, demopark has long been much more than an industry trade fair. It is an industry meeting place, festival, dialog and experience platform all in one," emphasizes Ehrhard.

Focus on automation and digital networking

The organizer counts automation and digitalization in the sense of sustainability among the central technology drivers. The focus is no longer on the individual machine alone, but on the overall process. Concepts of 'smart gardening' and the 'smart city' have long been on the rise, he said. "Think, for example, of GPS-controlled nozzle switching on winter service spreaders, digital interfaces for feeding telemetry data, or multifunctional touch displays that noticeably simplify data processing," says Ehrhard.

Practice-oriented technical presentations

However, an attractive, practice-oriented technical program is also an integral part of demopark. "Our technical presentations and discussions, for example as part of the Municipal Day, will in future feature recipe and application knowledge from practice for practice even more than before. After all, we want to offer food for thought and concrete instructions for action on exciting technology and management topics. Do customized digital solutions pay off for municipalities? How should a powerful fleet of tomorrow be set up? And what can assistance systems do to win over employees for the new, smart processes?

All this is part of our major program offensive in June. And I can promise you this now: We have a number of surprises in store, so that even the longest journey to Eisenach will be worthwhile," sums up Tobias Ehrhard.

Secure the last square meters online now

Interested manufacturers and sales organizations can download exhibitor registration forms at www.demopark.de, but must expect to be placed on a waiting list first.

Do you have any questions? Demopark press officer Christoph Götz, Tel. +49 69 6603-1891, will be happy to provide further information!

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