- Press information -

demopark 2023
+ Sonderschau Rasen mit Golf- und Sportrasen
Turf Show with Golf and Sports Turf
Flugplatz Eisenach-Kindel I 18.–20. Juni 2023
www.demopark.de

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Successful restart at Europe's largest outdoor exhibition

demopark 2023 attracts 33,000 visitors to Eisenach

Frankfurt, June 20th, 2023 – The twelfth edition of demopark came to an end on Tuesday with an all-around positive result. "Our balance sheet is extremely gratifying. The matching between exhibitors and visitors once again worked first-class. Manufacturers from over 50 product segments were available to answer visitors' questions on all matters," says Dr. Tobias Ehrhard, Exhibition Director and organizer of the innovation show.

Impetus for greater efficiency

33,000 national and international visitors gathered information from more than 400 exhibitors from Germany and abroad at the unique 25-hectare innovation forum for the green sector at the foot of Wartburg Castle. "Those who come to us look for and find impulses with practical value for green space maintenance, municipal use and greenkeeping. Measurable efficiency gains are naturally in the foreground for the user," emphasizes Ehrhard.

Brand essence: "get involved"

The special feature of the innovations trade show is that visitors can not only look at machines and equipment, but also try them out in practice: "Our brand essence is "get involved", which is why we are consistently focusing on placing our interactive offerings very prominently," explains Ehrhard.

The organizer's visitor survey shows that municipal and green professionals highly appreciate the combination of innovation and interaction as a unique selling point of demopark. "Whether excavation, mowing, sawing or transport work - the latest solutions are always literally at hand for immediate practical testing," says Ehrhard.

Visitors and exhibitors very satisfied

Visitor satisfaction is correspondingly high: nine out of ten visitors see their expectations completely fulfilled. The industry is also satisfied: "We all benefit from the consistently high quality of the visitors. After all, good preparation is a key factor in the success of the trade show on both sides," says a pleased Tobias Ehrhard.

Successful knowledge transfer

This year's conference program also received a good response from the public. "Our diverse range of lectures and dialogues as part of the Municipal and Landscaping Day and at the Special Turf Show were very well received by the trade public. This has once again resulted in a broad transfer of knowledge," sums up the trade fair director.

Just how well demopark is received is demonstrated not least by the large number of loyal visitors. More than 90 percent of the visitors surveyed by the organizer have already marked their calendars for the next demopark, which will take place in Eisenach from June 22 to 24, 2025.

Organized by VDMA Services GmbH, a wholly owned subsidiary of VDMA, demopark is Europe's leading outdoor exhibition for gardeners, landscapers, municipal professionals and greenkeepers. For more information, visit www.demopark.de.

Do you have any further questions? demopark press officer Christoph Götz, Tel. +49 69 6603-1891, is at your disposal for further information!

Dr. Tobias Ehrhard, Exhibition Director of demopark. Source: Kastner.