**Press Release 1**

**demopark 2021 – book your stand area now!**

Frankfurt, 27 May 2020 - The starting signal has been given. With immediate effect, manufacturers of machines and equipment for gardening and landscaping as well as for lawn and golf course maintenance can book their stand area for demopark 2021. Next year, the largest European open-air exhibition of the green industry will take place from 20 to 22 June at the Eisenach-Kindel airfield.

**Fixed star of the green industry**

"With its unique demonstration and participation concept, demopark has been a real fixed star in the industry for decades. In order to keep it that way, we will also offer an inspiring innovation platform in 2021", says demopark's Exhibition Director and VDMA Managing Director Dr. Bernd Scherer.

On more than 250,000 square metres, professional visitors from all over Europe can look forward to an exciting firework of innovations, combined with a top-class technical programme in the fields of municipal technology, lawn and golf course maintenance.

**Technology for efficient processes**

"Anyone who comes to us benefits from a range of products and services that is hard to find elsewhere," explains Scherer. Machines, equipment and software systems, which show what they are capable of on practice-oriented demonstration areas, are the unique selling point of the trade fair, which consistently focuses on technical innovation.

"Technology dominates the demopark gene - not as an end in itself, but for efficient processes in gardening, landscaping and municipalities," says Scherer. The coveted demopark innovation medals have thus become an important indicator of progress throughout the industry. "Many of our exhibitors now align their innovation cycles with the demopark date in order to increase their chances of winning a gold or silver medal," summarizes Scherer.

**Register online**

Interested manufacturers and sales organisations can download the registration documents for exhibitors at www.demopark.de. The closing date for registration is 30 October 2020. 37,000 trade visitors from 17 countries came to demopark 2019 to obtain information at the stands and demonstration areas of more than 400 exhibitors from all over Europe.

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