

**Bringing the bounty of the Southern USA to the World.**

- Alabama ■ Arkansas ■ Florida ■ Georgia
- Kentucky ■ Louisiana ■ Maryland ■ Mississippi
- North Carolina ■ Oklahoma ■ Puerto Rico
- South Carolina ■ Tennessee ■ Texas ■ Virginia
- West Virginia

## *IPM Trade Show & Mission*

*Internationale Pflanzen Messe • Essen, Germany*

*Trade Show: January 23-29, 2010*

*Trade Mission: January 30-February 3, 2010*

- *World's Largest Horticultural Trade Show*
- *Gateway to European Market*
- *Over 65,000 Buyers representing 60 countries*
- *Cost-effective way to reach the European Market*

For a minimal cost, you and your company can learn more about important horticultural markets, expose your products to the nursery trade in Europe, and develop lasting trade relationships with international industry leaders. Producers can exhibit with SUSTA in the U.S. Pavilion at the IPM trade show in Germany and participate in our subsequent trade tour, or can participate in either the trade show or mission segments individually.

### *Participation Fees:*

IPM Show	Paid by Dec. 10
Attend Only	\$150
Grower/Display Space (1 x 2.5 meters high)	\$450
Grower/Booth Space (6 sq meters)	\$850

All participants receive hotel reservations at special rates (until Dec. 10), show passes, and directory listing (one per company). Display and booth space participants also receive full use of shared areas, furnishings, and interpreters in the U.S. pavilion.

<b>Horticultural Trade Mission</b>	\$300/person
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Includes hotel reservations at government rates, bus/van transportation, pre-qualified appointments, and interpreters.

### *Important Information:*

- Register by contacting one of the activity managers listed at right by **December 10, 2009**. No refunds are available after this date.
- Sign up on the Events page at [www.susta.org](http://www.susta.org).



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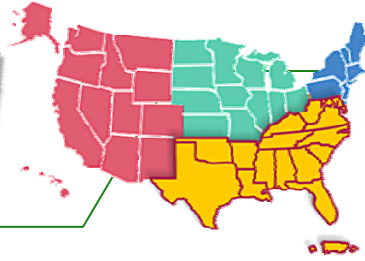
#### Contact:

**Marisol Rodriguez**  
Florida Department of Agriculture  
Phone: 850-488-4132  
Email: [rodrigm2@doacs.state.fl.us](mailto:rodrigm2@doacs.state.fl.us)

**Rob Beets**  
Tennessee Department of Agriculture  
Phone: 615-837-5517  
Email: [robert.beets@state.tn.us](mailto:robert.beets@state.tn.us)

**SUSTA - Phone: (504) 568-5986, Fax: (504) 568-6010, [www.susta.org](http://www.susta.org) 2 Canal Street, New Orleans, LA 70130**

SUSTA does not discriminate on the basis of race, color, national origin, sex, religion, age, disability, political beliefs, sexual orientation or marital/family status. Persons with disabilities, who require alternative means for communication of program information, should contact us.



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## **IPM and Horticultural Trade Mission Itinerary**

### **January 23-February 3, 2010**

Jan 23 (Sat)	Depart from U.S. for Düsseldorf, Germany
Jan 24 (Sun)	Arrive in Düsseldorf
Jan 25 (Mon)	Set up for IPM 2010
Jan 26-29 (Tues-Fri)	Trade show
Jan 30-Feb 2 (Sat-Tues)	Trade tour to Germany (details to follow)
Feb 3 (Wed)	Return to U.S. (check with activity manager before booking flight)



Register on the Events page  
at [www.susta.org](http://www.susta.org)

**Contact:**

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Florida Department of  
Agriculture  
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