

12-13
OCT 2025

NOVAFLEUR

NATIONAL FLORIST SHOW

PARC EXPO - TOURS
FRANCE

OASIS[®]
FINAL CUP

INNOVAFLEUR
AREA

FLORAL
DEMONSTRATIONS

TOURS
ÉVÉNEMENTS

Tours
métropole
Val de Loire

VILLE DE
TOURS

CLUB
FOURNISSEURS
FLEURISTES

Fédération Française des
ARTISANS
FLEURISTES

www.novafleur.fr



Novafleur has been organized jointly by Tours Événements and C2F in Tours since 2013. Every year, the event brings together floristry professionals to make new contacts and discover trends and innovations in the industry.

The show moves to Tours' Parc Expo on 12 and 13 October 2025



This year **Novafleur relocates to Tours's Parc Expo**. Benefit from **easy access** and **organization** for all participants

WHAT IT CHANGES

- 👍 Easy access: 5 min from A10 highway exit and Saint-Pierre-Des-Corps TGV station
- 👍 Free exhibitor parking
- 👍 Easy mounting: one single exhibition level
- 👍 Rediscover the completely redesigned show and its animations
- 👍 Free entry and parking for visitors

BEING A NOVAFLEUR EXHIBITOR MEANS



YOU ARE :

Wholesalers, producers, manufacturers, service providers, institutions

JOIN US!

OUR VISITORS ARE :

Florists, supermarket buyers, decorators, garden stores, teachers, event planning professionals, students...

KEY FIGURES *

94% of exhibitors say the show meets the industry's current challenges

1500 professional visitors

850m² exhibition space

53 European exhibitors

* figures based on the 2024 edition

TURNKEY STAND RATES

	C2F member:	non C2F member:
6m ²	1,140€ excl. VAT	1,345€ excl. VAT
9m ²	1,625€ excl. VAT	1,900€ excl. VAT
12m ²	2,100€ excl. VAT	2,350€ excl. VAT
18m ²	2,830€ excl. VAT	3,200€ excl. VAT
27m ²	3,800€ excl. VAT	4,300€ excl. VAT
9m ² add	975€ excl. VAT	1,090€ excl. VAT

INCLUDING:

- stand surface area
- one stand sign
- admission fees
- lighting
- 3.5Kw electrical connection
- partitions / columns / headers
- WiFi access

FREE PARKING

DON'T MISS THIS PROGRAM



FLORAL DEMONSTRATIONS & CONFERENCES



OASIS® final cup



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YOUR PERSONAL CONTACT:

Timothée LAHAIE

Sales manager

☎ +33 (0)2 47 32 37 15

✉ tlahaie@tours-evenements.com

PARC EXPO

Rue Désiré Lecomte

37000 Tours

France

ONLINE BOOKING

NOVAFLEUR.FR