

B F G S

BOISE FLOWER & GARDEN SHOW

MARCH 23-25, 2012



Sponsored by



16TH ANNUAL BOISE FLOWER & GARDEN SHOW

Boise area residents embrace this event every spring, as evidenced by the 2011 show, which drew larger crowds than the last few years. And, those in attendance came to buy. Sales were strong with some exhibitors reporting that this was one of their best shows of the year, if not the best. Join us next year and experience the enthusiasm of the Boise market.



ATTRACTIONS

The show offers fun and entertaining attractions including Idaho's largest orchid sale, a fabulous bonsai exhibition, the Idaho Specialty Foods Pavilion, Wine & Jazz nights on Friday and Saturday, activities for kids, garden speakers, a silent auction fund raiser and the ever popular lobby garden. 2011's garden was a true crowd favorite. Designed and constructed by Sterling Landscape, the display featured an alpine lake with a restored wooden boat. Completing the setting was a dock, small cabin and a 1954 restored Ford Woody.



GETTING THE WORD OUT

The show is promoted through a comprehensive media campaign that includes print, TV, radio, press releases and social media. A sponsorship with Zamzows insures that show discount tickets are readily available to Boise area residents. During the show, local media outlets cover the show, giving that extra push to attract attendees to the show.



BOOTH DESIGN

What are the booth requirements? How should I build my display? What type of design works best for my booth? How can I make the most of my investment in the show? If you have questions such as these, we will assist you through one-on-one consultation and make available to you information to answer all of your booth design questions.



SEMINARS

Educational gardening and landscape seminars are offered throughout the show and are presented by local and regional experts. Past speakers have included; Steve Lorton of Sunset Magazine, Debra Prinzing, author of *The Abundant Garden*, James Baggett, editor of *Better Homes & Gardens Perennial Magazine*, Melinda Myers, nationally known gardening expert and author, Mary-Kate Mackey, author, Teresa O'Connor, co-author of *The Grocery Garden* and Mary Ann Newcomer, designer and author of *Rocky Mountain Gardener's Resource*.



SHOW MANAGEMENT / FACILITY

Show Management is on call and ready to help with whatever needs you may have. Send us an email or give us a call and we'll do our best to lend a hand! During the show, you will always be able to find show staff to provide help and information or to solve problems.

The show is held downtown at the Boise Centre. A beautiful facility in the heart of downtown Boise. The Boise Centre easily draws from the immediate surrounding communities and throughout the state. There is also plenty of convenient parking nearby for attendees.



EXHIBITOR MANUAL & MOVE-IN / MOVE-OUT

All exhibitors will receive a step-by-step detailed manual with all of the information you need to have a smooth move-in, move-out and show time experience.

When you move-in, show staff greets you at the loading dock and is ready to assist you! Complimentary forklift service is offered (with restrictions) to help make move-in and move-out as smooth as possible.

SHOW SPONSOR - IDAHO NURSERY & LANDSCAPE ASSOCIATION

The Idaho Nursery and Landscape Association (INLA) is an organization for nursery professionals of all levels including retail nurseries and garden centers, nursery stock growers, landscape contractors, maintenance, arborists, chemical applicators and other related applied trades. As a leader in the green industry, it is a resource for increasing professionalism and improving the horticulture industry. To join the INLA, log on to www.inlagrow.org and go to member benefits or call 800-462-4769.



To Reserve Your Booth

1. Complete the contract.
2. Keep a copy for your records.
3. Forward the contract and booth deposit to The Event Group.

Booth size

Minimum 10' x 10' (See enclosed floorplan for details.)

Booth fee

10x10 - \$695, 10x10 Corner \$725

Booth reservations

The EVENT Group
3439 NE Sandy Boulevard, #350
Portland, OR 97232
Phone: (503) 335-3336
Fax: (503) 335-3568
Email: karen@event-group.net

Move-in dates and hours

(Schedule to be provided at a later date.)

Show dates and hours*

Friday, March 23.....10am to 9pm

Saturday, March 24.....10am to 8pm

Sunday, March 25.....11am to 5pm

*Show hours subject to change

Move-out dates and hours

Sunday, March 25.....5:05pm to 9pm

Monday, March 26.....8am - 7pm

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3439 NE Sandy Blvd, Suite 350
Portland, OR 97232
(503) 335-3336, Fax: (503) 335-3568

www.gardenshowboise.com

INLA MEMBERS

In recognition of our sponsor, INLA, members receive additional exposure in conjunction with the show:

INLA Member Exhibitors Receive:

- Ribbons attached to name badges with INLA Member recognition.
- A sign for booth identifying INLA membership.
- A listing on a separate page on the show website (www.gardenshowboise.com) that talks about INLA and lists out all participating members with logos and links to their website if provided.
- Opportunity to present a seminar at the show.

EXHIBITOR TESTIMONIAL

What a great event!! The staff is extremely professional and helpful. They always seem a step ahead of the customers and the vendors to meet their needs. I was impressed with the crowds that the event drew and for a first year exhibitor I was more than happy with the amount of sales and leads that were generated. I have already had several repeat customers from the event. Plan on me coming back next year!

Patrick Nauman
Weiser Classic Candy
Exhibitor in the Idaho Specialty Foods Pavilion

Best Show of 2010! Can't wait for next year.

Michael Barnes
Daydream LLC / Gizaun Art



2011 Show Pictures

