



**BOISEFLOWER
& GARDENSHOW**
March 24-26, 2017
boise | centre



INVITATION TO EXHIBIT



Sponsored by



GARDENSHOWBOISE.COM

BOISEFLOWER & GARDENSHOW March 24-26, 2017

2017 EXHIBITOR APPLICATION

MORE EXHIBIT HOURS + QUALIFIED ATTENDEES = MORE SALES

The 21st Annual Boise Flower & Garden Show is the annual kick off to spring to Boise, just when area residents need it the most. Referred by our exhibitors as a "Boutique Show" that draws quality attendees ready to make purchases. Join us in 2017 and experience the enthusiasm of the Boise market.

ATTRACTIONS

DISPLAY GARDENS

Attendees are greeted by an outstanding lobby display garden, plus feature gardens throughout the show floor

GARDEN SPEAKERS

Free with admission, seminars by local and regional experts covering an array of topics including latest trends and techniques

WINE & JAZZ NIGHTS

Friday and Saturday nights featuring live jazz and wine

**ORCHID SALE, BONSAI EXHIBITION,
JUDGED FLOWER SHOW, BUY IDAHO
PAVILION, SILENT AUCTIONS AND NEW
FEATURES TO BE ANNOUNCED!**

When it comes to participating in show or fairs, the Boise Flower & Garden Show is simply the best opportunity we have found to interact with customers who are serious about improving their yards and gardens. We have experienced a good amount of sales both at the show and in the time period after the show. Compared to the other "home" shows we participate in, the people who attend the BF&G Show are anxious for the spring season and ready to buy.

We appreciate the Event Group and how well they run the show. We have participated in the Show since its inception and currently enjoy helping sponsor it.

Greg Schneider, Zamzows Retail Sales Manager

RESERVATION DETAILS

Primary consideration is given to exhibitors who feature products or services that are horticultural in nature or garden-related.

Booth size / Fee

Minimum 10' x 10' (See enclosed floorplan for details.)
10x10 - \$750, 10x10 Corner \$800

Move-in dates and hours

(Schedule to be provided at a later date.)
Gardens begin 3/21, Others begin 3/22

Show dates and hours*

Friday, March 24.....10am to 8pm
Saturday, March 25.....10am to 8pm
Sunday, March 26.....11am to 5pm

*Show hours subject to change

Move-out dates and hours

Sunday, March 26.....5:05pm to 8pm
Monday, March 27.....8am to 6pm

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.

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 ensures 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.

SHOW SPONSOR - INLA

Since the beginning, the show has been sponsored by the Idaho Nursery and Landscape Association (INLA), an organization for nursery professionals of all levels.

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.

