



31st Capital District GARDEN & FLOWER SHOW

MARCH 23-25, 2018 · HUDSON VALLEY COMMUNITY COLLEGE · TROY, NY

BIG CROWDS! BIG SUCCESS!

Showcase your products & services to 12-15,000 garden enthusiasts.

OPPORTUNITIES

THE MARKETPLACE is comprised of garden and outdoor living themed retail booths. First consideration for exhibit space is given to vendors who feature plants, bulbs, seeds, herbs, garden accessories, hard goods used for landscaping, outdoor furniture, garden tools, botanical art and NYS wines. Exhibit space is mostly in increments of 10' x 10'. Early registration pricing is available through 1/23/18 – see application for details.

GARDEN exhibits are available to companies interested in designing and building a full-scale themed landscape vignette. Exhibits are 500sqft - 1500sqft and must include a variety of forced plant material, structures, timber, natural stone, and/or brickwork, water features and themed elements. Discover the benefits of being a Garden Creator.

SPEAKERS & DEMONSTRATORS wanted! Professionals in the landscape, horticulture, floral design or culinary industry interested in presenting at the 2018 show are encouraged to submit a workshop form by 12/15/17.

THE FLORAL DESIGN COMPETITION is open to professional, amateur and student arrangers. There are 10 different and unique themed categories to accommodate approximately 100 entries. If you want to express your creativity at the show, visit our website for more information.

ADVERTISING

The Capital District Garden & Flower Show invests in an extensive multimedia marketing plan to strategically attract more attendees. Targeted digital display ads, Facebook posts and targeted ads, online calendar listings, newsprint, magazines, outdoor/billboard, radio, radio endorsements, broadcast and cable television, email marketing, posters, rack cards, point of purchase, yard signs, promotion and publicity will all be used to spread the word.

DEMOGRAPHICS

Capital District (4 counties) – 65%
Greater Capital Region (11 counties) – 81%
NYS Outlying Markets – 11%
New England (MA, VT, CT, NH) – 7%

Primary: Women 45–64
Secondary: Adults 35–64
Senior Discount Day (Friday): Adults 63+

CONTACT

Pennie Gonzalez, Event Manager
(o) 518.631.5110 | (f) 518.631.5928
pennie@gardenandflowershow.com

