



# BOISE

## FLOWER & GARDEN

*show*

**EXHIBIT  
WITH US**

**MARCH**  
*19-21, 2021*

**Boise Centre**

**WWW.IBLEVENTS.COM**  
(208) 376-0464 | [info@ibleventsinc.com](mailto:info@ibleventsinc.com)





# BOISE FLOWER & GARDEN *show*

**March 19-21, 2021**  
Boise Centre



Attendees Say

*"This is the one show I look forward to every year!"*

*"I love this show because I always get fresh ideas for my home garden."*



*Kick Off Spring in Boise at*  
**Idaho's *LARGEST* Flower & Garden Show!**



Contact IBL Events (208) 376-0464 | [info@ibleventsinc.com](mailto:info@ibleventsinc.com)



# Show Attractions

## Why Exhibit With Us in 2021?

American gardeners spend ~\$48 billion on lawn and garden.

18 to 34-year-olds now occupy 29% of all gardening households.

Average time spent gardening is 5 hours a week.

### NUMEROUS DISPLAY GARDENS

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

### EXPERT SPEAKERS

Seminars by local and regional specialists covering an array of topics including latest trends and techniques.

### WINE AND LIVE MUSIC

Attendees will be able to sample wine from local vineyards while enjoying live music all weekend!

### BUY IDAHO PAVILION

Sample and purchase savory and sweet treats from Idaho's most innovative food companies.



### Show Dates & Hours

Friday, March 19th  
10am-7pm

Saturday, March 20th  
10am-7pm

Sunday, March 21st  
11am-4pm



### Booth Fees

10x10 - \$795

10x20 - \$1,500

10x30 - \$2,300

20x20 - \$3,000



### Move-In & Move-Out Info

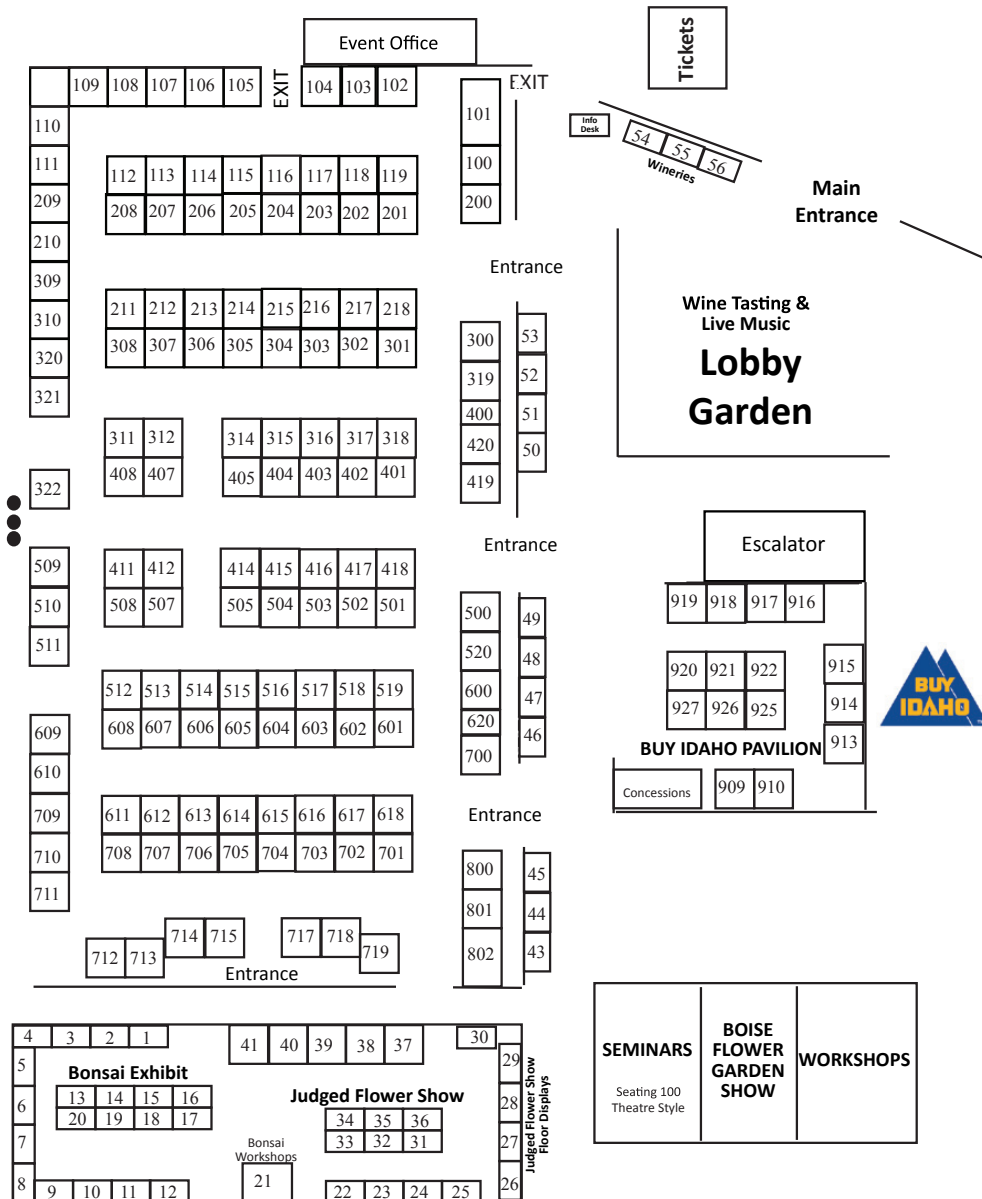
\*Move-in schedule TBD

Move-Out Schedule

Sunday, March 29th  
4:05pm to 8pm

Monday, March 30th  
8am-5pm

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[www.IBLEVENTS.com](http://www.IBLEVENTS.com)

**BOISE FLOWER  
GARDEN SHOW**  
**EXHIBITS - SEMINARS - WORKSHOPS**

## 2021 Sponsors



# YOUR SPONSORSHIP OPPORTUNITIES

## *Why Become A Sponsor?*

Each sponsorship package comes with valuable benefits designed to maximize brand exposure for your company and produce quality leads that have a true impact on your bottom line. Let's talk about your company's goals and find the right sponsorship opportunity for you!

### **Boise Flower And Garden Show Title Sponsor - \$10,000**

**Be a defining influence in the local garden community as the Exclusive Title Sponsor!**

#### **BOOTH**

- Premier 10x20 booth location
- Power, Table and Chairs

#### **BRAND EXPOSURE**

- Event signage: "Boise Flower and Garden Show brought to you by YOUR COMPANY NAME"
- Radio, TV, and Billboard advertisements: "Boise Flower and Garden Show brought to you by YOUR COMPANY NAME"
- Passport card sponsor: Increase brand awareness and foot traffic! Guests who participate will go to your booth to receive a stamp to be entered to win the grand prize
- Show program: Full page color ad
- Promotional email campaigns: Company logo featured as a sponsor, plus digital footer ad
- Social media: Featured in all posts, including one personalized "boosted" post
- Press releases: Company name featured as title sponsor
- Sponsor board at show entrance: Prominent company logo
- Website: Company logo featured as sponsor on [www.GardenShowBoise.com](http://www.GardenShowBoise.com)

#### **FREE TICKETS**

- 100 Show Tickets, (\$800 value, not for resale)

### **Exclusive Keynote Sponsor: \$5,000**

**Align your company with the best-attended seminar and provide guests with your marketing materials!**

#### **BOOTH**

- Central 10x10 booth location

#### **BRAND EXPOSURE**

- Keynote posters and banners: Company logo featured prominently
- Keynote lecture marketing: Your printed materials or bag on attendee chairs (sponsor is responsible for printing and shipping)
- Show program: Full-page color ad
- Promotional email campaigns: Company logo featured as a sponsor
- Website: Company logo featured as sponsor on [www.GardenShowBoise.com](http://www.GardenShowBoise.com)

#### **FREE TICKETS**

- 10 tickets for Featured Keynote Speaker/ Weekend Show Pass (Not for resale, \$200 value)

**A LA CARTE  
SPONSORSHIPS**

**Bag Sponsor**  
\$200

**LED Mobile Billboard (4 available)**  
\$1,500 each



## Exclusive Exhibitor Lounge Sponsor - \$5,000

**Be everyone's friend by providing your fellow exhibitors with a place to kick back with a cup of coffee!**

### **BOOTH**

- Central 10x10 booth location

### **BRAND EXPOSURE**

- Lounge signage: Company logo featured
- Lounge marketing: Lounge includes free coffee and possible additional food and beverages (to be negotiated). Your marketing materials can be displayed to all attendees in lounge.
- Show program: Company name featured in the sponsor section
- Sponsor board at show entrance: Company logo featured
- Website: Company logo featured as sponsor on [www.GardenShowBoise.com](http://www.GardenShowBoise.com)

### **FREE TICKETS**

- 25 show tickets (\$200 value, not for resale)

## Aisle Sponsor - \$3,000 (3 available)

**An eye-catching way to display your logo in prime locations throughout the show!**

### **BOOTH**

- Central 10x10 booth location

### **BRAND EXPOSURE**

- Aisle floor decals: Brand featured in high-traffic locations throughout show
- Passport card sponsor: Increase brand awareness and foot traffic! All attendees must go to your booth to receive a stamp to be entered to win the grand prize
- Show program: Half-page color ad and company featured in sponsor section
- Promotional email campaigns: Company logo featured as a sponsor
- Website: Company logo featured as sponsor on [www.GardenShowBoise.com](http://www.GardenShowBoise.com)
- Sponsor board at show entrance: Company logo featured

### **FREE TICKETS**

- 20 show tickets (\$160 value, not for resale)

## Exclusive Flower & Garden LIVE Music Sponsor - \$2,000

**Be the life of the party and sponsor live music for guests and exhibitors to enjoy all weekend!**

### **BOOTH**

- Central 10x10 booth location

### **BRAND EXPOSURE**

- Live music marketing: One poster board near stage will display "Live music brought to you by YOUR COMPANY NAME (and/or logo)." Live music will be performed 3 hours on Friday, 6 hours on Saturday, and 3 hours on Sunday.
- Social media: Company logo featured on all social media and website marketing the live music and bands
- Promotional email campaigns: Company logo featured as a sponsor
- Sponsor board at show entrance: Company logo featured as Live Music Sponsor
- Website: Company logo featured as sponsor on [www.GardenShowBoise.com](http://www.GardenShowBoise.com)

## Custom Lanyard or Exhibitor Wristband Sponsor - \$1,500

**Put your logo on every exhibitor and see your company displayed at every booth throughout the show!**

### **BOOTH**

- Central 10x10 booth location

### **BRAND EXPOSURE**

- Lanyards or Wrist Bands: 500 custom front-sided imprint polyester sewn lanyards. 6 colors available. Alternately, 500 rubber wrist bands with company name and colors (if available) on them. Wrist bands or lanyards must be worn by all exhibitors during the show.
- Show program: Company name featured in the sponsor section
- Sponsor board at show entrance: Company logo featured
- Website: Company logo featured as sponsor on [www.GardenShowBoise.com](http://www.GardenShowBoise.com)