



BOISE

FLOWER & GARDEN

show

**EXHIBIT
WITH US**

**MARCH
19-21, 2021**

Boise Centre

www.GardenShowBoise.com

(208) 376-0464 | 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

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-6pm

Saturday, March 20th
10am-6pm

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 21st
4:05pm to 8pm

Monday, March 22nd
8am-5pm



BOISE FLOWER GARDEN SHOW

EXHIBITS - SEMINARS - WORKSHOPS

2021 Sponsors Coming Soon!

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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

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

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

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

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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

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
- 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

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