



# BOISE

## FLOWER & GARDEN

### *show*

**EXHIBIT  
WITH US**

**MARCH**  
25-27, 2022

**Boise Centre**

**[www.GardenShowBoise.com](http://www.GardenShowBoise.com)**  
(208) 376-0464 | [info@ibleventsinc.com](mailto:info@ibleventsinc.com)





# BOISE FLOWER & GARDEN *show*

**March 25-27, 2022**  
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 at the BFGS?

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 25th  
10am-6pm

Saturday, March 26th  
10am-6pm

Sunday, March 27th  
11am-4pm



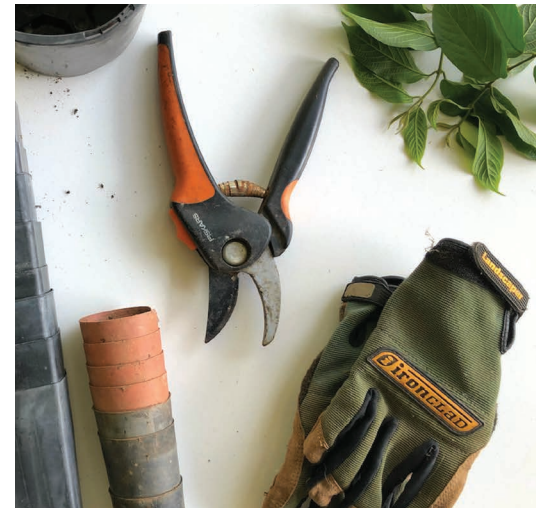
### Booth Fees

10x10 - \$795

10x20 - \$1,500

10x30 - \$2,300

20x20 - \$3,000



### Move-In & Move-Out Info

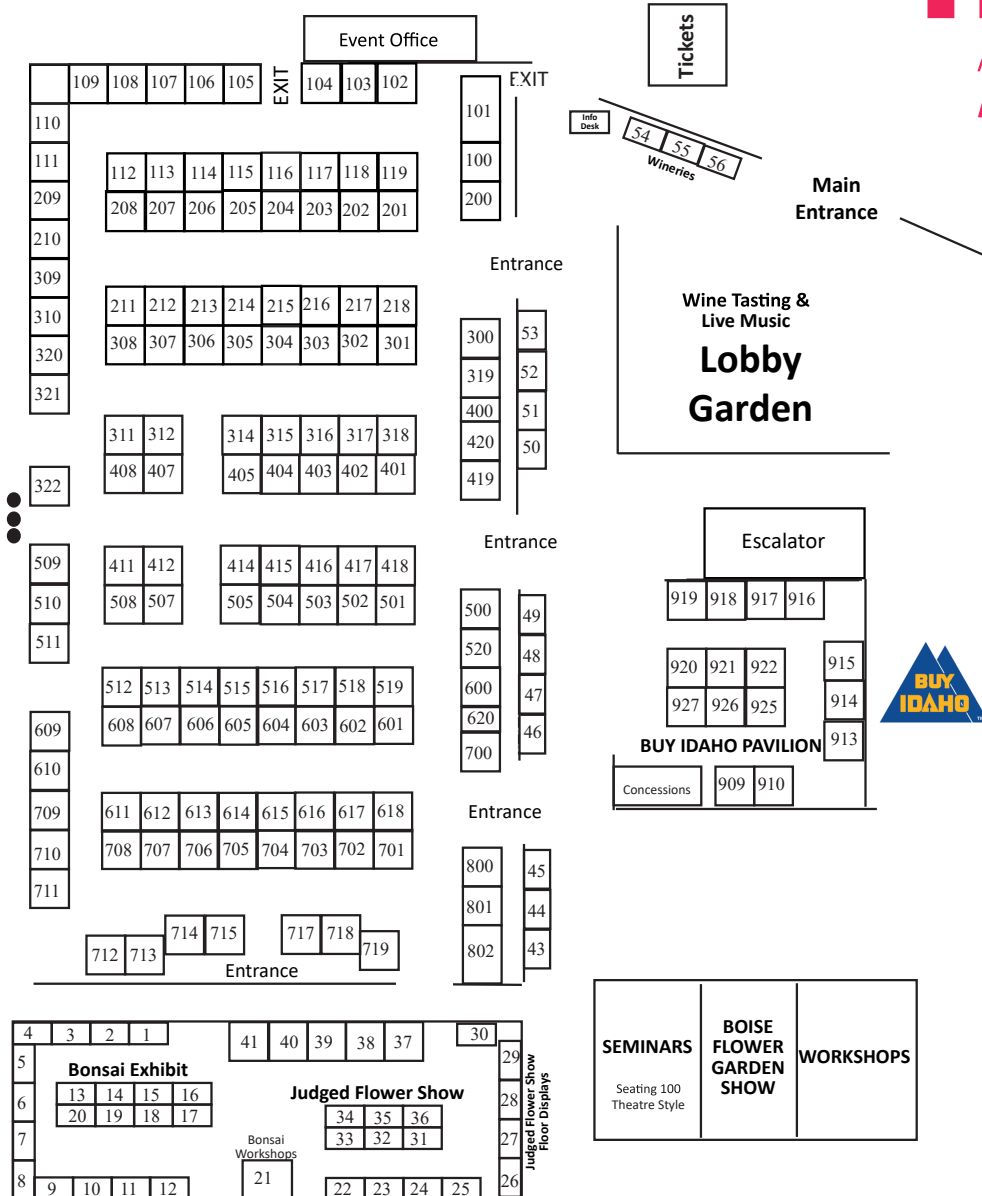
\*Move-in schedule TBD

Move-Out Schedule

Sunday, March 27th  
4:05pm to 8pm

Monday, March 28th  
8am-5pm

# FLOOR map



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

**Sponsors**  
**Coming Soon!**

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

# SPONSORSHIP PACKAGES

## PLATINUM TITLE SPONSOR \$10,000 (1 AVAILABLE)

### RECOGNITION

- Exclusive recognition as Platinum Title Sponsor
- Company logo will be integrated into event branding
- Company logo included on TV ad rotation, signage, digital + radio ads, billboards, website hyperlink
- First right of refusal next year

### EVENT EXPOSURE

- Premier 10X20 booth
- Power, Table and Chairs
- Company logo displayed on sponsor board at show entrance
- Company flyer included in guest welcome bags (first 500 guests)
- Full page ad in show program

### BRAND AWARENESS

- Sponsor recognition in all event advertising campaigns
- 100 Show Tickets (not for resale)
- Footer ad included in event email blast to thousands of subscribers
- Sponsor mention in Press release
- One Company Spotlight featured on BFGS Facebook Page

## GOLD SPONSOR \$5000 (2 AVAILABLE)

### RECOGNITION

- Exclusive recognition as Gold Sponsor
- First right of refusal next year

### EVENT EXPOSURE

- Premier 10x10 booth
- Power, Table and Chairs
- Company logo displayed on sponsor board at show entrance
- Company flyer included in guest welcome bags (first 500 guests)
- Half page ad in show program

### BRAND AWARENESS

- Company logo listed as a sponsor on promotional email campaigns
- Company logo featured on all paid digital ad campaigns profiling sponsors
- 50 Show Tickets (not for resale)
- Company logo hyperlinked on event websites
- Sponsor mention in Press release
- One Company Spotlight featured on BFGS Facebook Page

## SILVER SPONSOR \$3000 (4 AVAILABLE)

### RECOGNITION

- Exclusive recognition as Silver Sponsor
- First right of refusal next year

### EVENT EXPOSURE

- Premier 10x10 booth
- Company logo displayed on sponsor board at show entrance
- Quarter page ad in show program

### BRAND AWARENESS

- Company logo listed as a sponsor on promotional email campaigns
- Company logo featured on all paid social media digital ad campaigns profiling sponsors
- Company logo hyperlinked on event website
- 25 Show Tickets (not for resale)
- Sponsor mention in Press release
- One Company Spotlight featured on BFGS Facebook Page

# SPONSORSHIP PACKAGES

## BRONZE SPONSOR \$1500 (6 AVAILABLE)

### RECOGNITION

- Recognition as Bronze Sponsor

### EVENT EXPOSURE

- 10x10 booth
- Company logo displayed on sponsor board at show entrance

### BRAND AWARENESS

- Company logo listed as a sponsor on promotional email campaigns
- Company logo featured on all paid social media digital ad campaigns profiling sponsors
- Company logo hyperlinked on event website
- 10 Show Tickets (not for resale)
- Sponsor mention in Press release

## LIVE MUSIC & WINE TASTING SPONSOR \$1500 (6 AVAILABLE)

### RECOGNITION

- Exclusive recognition as Live Music and Wine Tasting Sponsor
- First right of refusal next year

### EVENT EXPOSURE

- 10x10 booth
- Sponsor of Live Music and Wine Tasting on Saturday at BFGS
- Logo displayed on sponsor board at show entrance
- Logo featured on Live Music Banner

### BRAND AWARENESS

- Company logo listed as a sponsor on promotional email campaigns
- Company logo featured on all paid social media promoting Live Music & Wine Tasting
- Company logo hyperlinked on event websites
- Sponsor mention in Press release

\*\*\*Be the life of the party!\*\*\*

## CUSTOM LANYARD SPONSOR \$1500 (1 AVAILABLE)

### SPONSORSHIP INCLUDES:

- 10x10 booth
- Includes 500 custom, one color, front sided imprint polyester sewn lanyards.
- Lanyard to be worn by exhibitors during show hours
- Company name included in the sponsor section of the Show Program
- Company logo displayed on sponsor board at show entrance as BFGS Sponsor
- Company logo listed as sponsor on [www.GardenShowBoise.com](http://www.GardenShowBoise.com)
- Company logo listed as a sponsor on promotional email campaigns