

EXHIBIT AT **BOISE'S BIGGEST** **FLOWER & GARDEN SHOW**



**Put Your Brand in Front of
Local Garden Enthusiasts!**

MARCH 19-21, 2027

10,000 + ATTENDEES

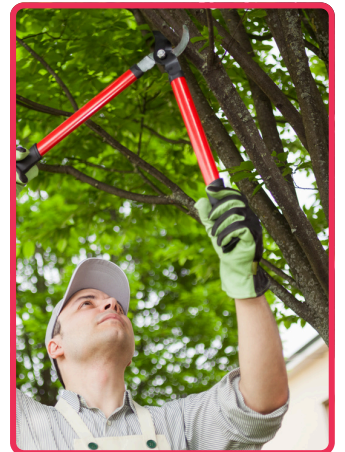
30TH ANNUAL SHOW

3-DAY SPRING EVENT



Why Exhibit?

- Meet Thousands of New Customers
- Increase Your Brand Recognition
- Make Sales & Fill Your Calendar
- Educate the Community
- Network with Exhibitors
- & Much More!



Reserve Your Booth Today
Spots Sell Out Every Year!

Contact IBL Events:

208.376.0464 | info@ibleventsinc.com

GardenShowBoise.com



MARCH 19-21, 2027

BOISE CENTRE

850 W. Front St, Boise, ID 83702

30th Annual Show | 10,000+ Attendees | 3-Day

If your products or services help transform yards, gardens, or outdoor living areas, this is the audience you want to meet. Secure your booth and position your brand at the center of

Idaho's Largest Flower & Gardening Event!

GardenShowBoise.com

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Important Dates & Times

MOVE IN & MOVE OUT

MOVE IN | Schedule TBD

- Schedule Assigned in February
- Times Confirmed via Email

MOVE OUT

- Sunday, March 21 | 4:00 – 8:00 PM
- Monday, March 22 | By Appointment Only
(Landscapers in Grand Ballroom Only)

SHOW HOURS

FRIDAY	SATURDAY	SUNDAY
MARCH 19	MARCH 20	MARCH 21
10am - 6pm	10am - 6pm	10am - 4pm

Booth Pricing & Amenities

BOOTH FEES

10x10		\$1,095
10x20		\$1,995
10x30		\$2,825
20x20		\$3,875

*Additional booth options available

OPTIONAL AMENITIES

- Chair – \$7
- 8' Table – \$30
- Linen – \$30
- Power – \$75
- Visqueen – \$95

Secure Your Space for Spring 2027

SPONSORSHIP OPPORTUNITIES

SPONSOR IDAHO'S PREMIER GARDEN EVENT OF THE YEAR!

March 19-21, 2027, Boise Centre

Why Sponsor?

Direct access to 10,000+ garden-focused consumers

- Logo in Event Marketing
- Multi-day Brand Exposure
- 30th Annual, 3-Day Established Show
- Great Local and Regional Brand Recognition



PRESENTING SPONSOR \$7,500

“Own the Show”. Be the Brand Every Attendee Sees.

As the Presenting Sponsor, your brand is integrated into every major touchpoint of the Boise Flower & Garden Show—before, during, and after the event—putting you in front of thousands of attendees and positioning you as the category leader.

Brand Dominance

- Exclusive Presenting Sponsor
- Presented by naming rights
- Logo across all event branding
- First right of refusal for next year's

High Visibility Exposure

- Website, email campaigns, social campaigns
- Dedicated sponsor footer ad in show eblast
- Featured in paid social promotions

On-Site Presence

- Premier 10×20 booth (power & furnishings included)
- Prominent “Presented by” banner

Audience Engagement

- 50 Show Tickets (not for resale)
- Full page ad in show program
- Sponsor thanked social media post
- Dedicated social media spotlight post
- Mention in event press release





March 19-21, 2027, Boise Centre

SPONSORSHIP OPPORTUNITIES CONTINUED

PREMIER SPONSOR \$5,000

High-visibility sponsorship with strong brand exposure across key event touchpoints.

On-Site Presence

- Premier 10×10 booth (power & furnishings included)
- Featured on Sponsor Banner

High Visibility Exposure

- Website, email campaigns



Audience Engagement

- 25 Show Tickets (not for resale)
- Half page ad in show program
- Sponsor thanked social media post
- Mention in event press release

SEMINAR ROOM SPONSOR \$2,500

- Includes 10x10 booth
- Seminar Room Sponsor
- Logo on rotating seminar screen
- Logo on seminar schedule signage

- Logo on event website
- 10 Show Tickets (not for resale)
- ¼ page ad in show program

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**SUPPORTING
SPONSOR** \$2,000

- 10x10 booth
- Power included
- Logo on event website & sponsor board
- 10 Show Tickets (not for resale)
- 1/4 page ad in show program
- Included in sponsor thank you social media recognition



**BAG
SPONSOR** \$1,750
(Up to 3 available)

- Includes 10x10 Booth
- Bag sponsor for one day of the show
(first come first serve on day chosen)
- Sponsor to provide branded bags
- Logo on event website & sponsor board
- 1/4 page ad in show program



**BAR
SPONSOR** \$1,750

- Includes 10x10 booth
- Sponsor of Featured Garden Show Cocktail
- Logo on Bar event signage
- Logo on event website
- 1/8 page ad in show program

**LIVE MUSIC
SPONSOR** \$1,500

- Includes 10x10 Booth
- Live music one day of the event
- Recognition and promo as Live Music Sponsor
- Logo on Live Music signage
- Logo on event website
- 1/8 page ad in show program

Secure Your Sponsorship Today!

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