

Flower & Garden Show[®]

Thursday–Sunday, February 21-24, 2019

Thursday	10–7
Friday	10–8
Saturday	10–8
Sunday	10–5

Greetings Potential Exhibitor!

Reserve your booth space today for the 38th Annual **Connecticut Flower & Garden Show** to be held Thursday, February 21 – Sunday, February 24, 2019 at the Connecticut Convention Center in downtown Hartford.

More than 40,000 garden enthusiasts from throughout the state and beyond attend the Connecticut Flower & Garden Show each year. Join us and experience how so many in the industry are successful in generating solid leads and closing sales.

The Connecticut Flower & Garden Show has proven for decades to be an extremely successful way to market, sell and promote garden products and services to thousands of affluent consumers. Event marketing is an effective tool to meet your potential clients face-to-face and close the sale at an affordable cost.

North East Expos has been family-owned and operated for more than forty years. I will follow up with you shortly to discuss your participation. In the meantime, feel free to contact me at 860-844-8461 or kristie@northeastexpos.com. I look forward to working with you!

Kristie Gonsalves
President, North East Expos, Inc.



“The CT Horticultural Society has participated in all 38 CT Flower and Garden Shows that North East Expos has presented. To us, it is second to none in its diversity of vendors and product offerings to gardeners and garden enthusiasts. Our members love that they can browse all of the show’s vendor section in a day. The show’s nationally-known seminar speakers are a special favorite, bringing members back multiple times over the show weekend. The show’s many landscape displays deliver hope that Spring and another gardening season are just days away. In the midst of our snowy winters, the CT Flower and Garden Show is a do-not-miss event.”

~ Nancy Brennick, CT Horticultural Society, President

Advertising & Promotion

Our major media sponsors have traditionally provided the Connecticut Flower & Garden Show with an effective advertising campaign with tremendous exposure in the months prior to and during the event.

Leading TV and radio stations have consistently sponsored our event. Our sponsors as well as other local and regional stations target the audience you want to reach. Our goal is to get people there, to ensure that our exhibitors are successful.

Many Connecticut newspapers and magazines as well as *The New York Times* have featured this show. Live coverage appears on TV and radio before the show and continuously over the weekend.

We advertise extensively on TV, radio, billboards, online and in print throughout Connecticut, Western MA and NY. We employ posters, direct mail, social media and digital promotions in a grass roots approach. With help from Connecticut Green Industries and The Federated Garden Clubs of Connecticut, Inc., garden centers, landscapers and florists all spread the word, creating a buzz drawing over 40,000 attendees on an annual basis— ***It’s a great show you need to be a part of!***



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Our Flower & Garden Show Features:

- Hours of seminars by respected, nationally known authors and garden experts.
- Award-winning landscape exhibits in full bloom measuring from 300 to 2,000 square feet occupy more than 45,000 square feet of the Convention Center Exhibit Hall.
- The Federated Garden Clubs of Connecticut, Inc. Standard Flower Show — 12,500 square feet of amazing design, horticulture and photography exhibits. *“April in Paris”* will be the theme for the 2019 Show.
- Hundreds of booths filled with plants, soils, fertilizers, garden tools and other floral and garden related products and services.
- Extensive floral- and garden-related Artisan area.
- Non-profit and educational exhibits.



“The Flower Show has been great for Paul Buettner Florist. We have met many current customers there and have made quite a few new ones through the exposure. We have booked two weddings after meeting the brides at the show. To be able to meet and greet the thousands of flower lovers is incredible. The show increases our recognition and gets our name out there.” Bob Buettner
Paul Buettner Florist

“Need to cure the Winter Blues? The Federated Garden Clubs of Connecticut, Inc. has your escape planned with their Standard Flower Show “April in Paris.” Each day of the Show will provide you with the opportunity to enjoy judged floral designs, horticultural exhibits, photography and Educational Exhibits. *The Federated Garden Clubs of CT, Inc.*

www.ctflowershow.com

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Exhibit Space Costs

Booth Rates:	Aisle Space	\$750	All booths are 10' x 10'
	Corner Space	\$800	
	Bulk space rate over 500'	\$6.00 per square foot	

Tables, chairs and additional materials may be ordered from the show decorator. An exhibitor package will be e-mailed in December which includes electrical order forms, directions and parking information. All exhibitors are allowed to unload, set up, load and do all work necessary to build and/or construct their own exhibit. Handcarts and dollies are available for use at no additional charge or you may bring your own.

The Connecticut Convention Center...

is easily accessible from interstates I-91 & I-84. There is an attached parking garage as well as a number of garages and lots within walking distance. A shuttle transportation system operates throughout the city to the Convention Center. Exhibitor parking is \$7.00 all day during the week and \$5.00 on the weekends at the Front Street South Garage directly across the street from the Center. There is discounted parking in the Convention Center garage every day with a coupon. Further details are available on our website.

www.ctflowershow.com

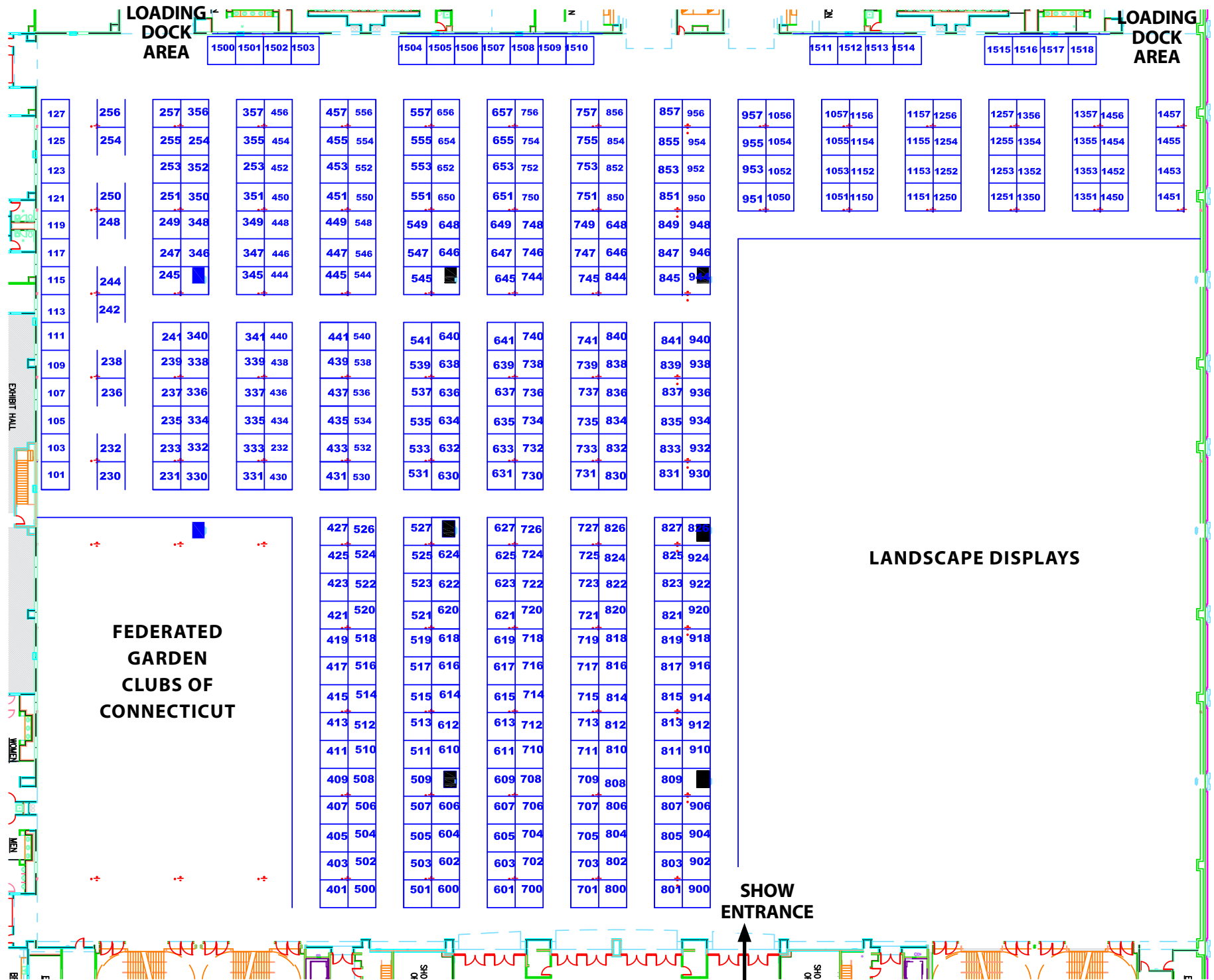


Lodging

Comfort Inn and Suites, East Hartford,
860-289-4950; \$79.99; Free parking

Marriott (connected to the Convention Center)
860-249-8000; \$149.00 + tax & parking

Flower & Garden Show[®] 2019 FLOOR PLAN



LOADING DOCK AREA

LOADING DOCK AREA

FEDERATED GARDEN CLUBS OF CONNECTICUT

LANDSCAPE DISPLAYS

SHOW ENTRANCE

127	256	257 356	357 456	457 556	557 656	657 756	757 856	857 956	957 1056	1057 1156	1157 1256	1257 1356	1357 1456	1457
125	254	255 254	355 454	455 554	555 654	655 754	755 854	855 954	955 1054	1055 1154	1155 1254	1255 1354	1355 1454	1455
123		253 352	253 452	453 552	553 652	653 752	753 852	853 952	953 1052	1053 1152	1153 1252	1253 1352	1353 1452	1453
121	250	251 350	351 450	451 550	551 650	651 750	751 850	851 950	951 1050	1051 1150	1151 1250	1251 1350	1351 1450	1451
119	248	249 348	349 448	449 548	549 648	649 748	749 848	849 948						
117		247 346	347 446	447 546	547 646	647 746	747 846	847 946						
115	244	245	345 444	445 544	545	645 744	745 844	845 944						
113	242													
111		241 340	341 440	441 540	541 640	641 740	741 840	841 940						
109	238	239 338	339 438	439 538	539 638	639 738	739 838	839 938						
107	236	237 336	337 436	437 536	537 636	637 736	737 836	837 936						
105		235 334	335 434	435 534	535 634	635 734	735 834	835 934						
103	232	233 332	333 432	433 532	533 632	633 732	733 832	833 932						
101	230	231 330	331 430	431 530	531 630	631 730	731 830	831 930						
				427 526	527	627 726	727 826	827 926						
				425 524	525 624	625 724	725 824	825 924						
				423 522	523 622	623 722	723 822	823 922						
				421 520	521 620	621 720	721 820	821 920						
				419 518	519 618	619 718	719 818	819 918						
				417 516	517 616	617 716	717 816	817 916						
				415 514	515 614	615 714	715 814	815 914						
				413 512	513 612	613 712	713 812	813 912						
				411 510	511 610	611 710	711 810	811 910						
				409 508	509	609 708	709 808	809						
				407 506	507 606	607 706	707 806	807 906						
				405 504	505 604	605 704	705 804	805 904						
				403 502	503 602	603 702	703 802	803 902						
				401 500	501 600	601 700	701 800	801 900						