

# Flower & Garden Show<sup>®</sup>

Thursday–Sunday, February 20-23, 2020

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

## *Greetings Potential Exhibitor!*

Reserve your booth space today for the 39th Annual **Connecticut Flower & Garden Show** to be held Thursday, February 20 – Sunday, February 23, 2020 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 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.
- 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. 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.*

**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. Thursday & Friday we offer free parking with a free continuous shuttle from the Pequot Street lot. Front Street North & South garages will offer a discount to exhibitors. Further details will be finalized as the show approaches.

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



## Lodging

Comfort Inn and Suites, East Hartford,  
860-289-4950; \$89.99; Free parking

Marriott (connected to the Convention Center)  
860-249-8000; \$159.00 + tax & parking

