

BOSTON FLOWER & GARDEN SHOW

New England's **Largest
Flower & Garden Show!**

March 13 – March 17, 2019
Seaport World Trade Center
Boston



**The Boston Flower & Garden Show is big,
exciting, entertaining and full of opportunity for:**

- **Horticultural Products**
Plants, seeds, bulbs, cut flowers, herbs, trees
- **Gardening Products & Services**
Containers, tools, gloves, fencing, sheds, greenhouses, furniture, statuary, irrigation, landscapers, hardscape products, green & sustainable products
- **Botanical Décor & Artwork**
Home accessories, outdoor art, paintings & photographs, glass, pottery, dried flowers, wreaths
- **Garden & Floral Clothing & Accessories**
Gardening shoes, hats and bags and floral jewelry & accessories



**GROW YOUR
BUSINESS WITH US.**

**PLAN NOW TO
EXHIBIT!**

www.BostonFlowerShow.com



TOP 5 REASONS TO EXHIBIT

- 1 Be a part of New England's "largest indoor greenhouse" and a beloved spring tradition
- 2 Meet face-to-face with 60,000 enthusiasts eager to see, touch, feel, smell and learn about your product/service
- 3 Engage immediately with a pre-qualified audience of buyers, not "lookers"
- 4 Drive immediate sales, feature new products, distribute samples, gather quality leads
- 5 Encounter a whole new audience of first time attendees while cultivating repeat customers

Who attends the Boston Flower & Garden Show?

SELL DIRECTLY TO YOUR TARGET AUDIENCE!

The **Garden Marketplace** is the ultimate horticultural and gardening shopping experience! This one-stop shopping destination allows eager attendees to explore, set appointments and purchase items to bring home from the show.

80% female



73% age 35+



51% married

53% annual household income over **\$100,000**



77% spend **3 hours** or more at the show



70% homeowners

48% first time attendees



78% make purchases at the show



SHOW PROMOTION

A multi-media marketing and advertising campaign reaches the show's target audience, garnering over **17,500,000 ad impressions** from television, radio, print and digital and more than **160 "media hits"** from the region's broadcast, print and online news outlets.

✓ Share the Spotlight

Partner with us — join in our media campaign with new market products and gain additional exposure for your line, whether through new products, celebrity appearances or giveaways.

✓ Show Program Advertising

Rise above the crowd — promote your booth in the event's most valued souvenir, the 2019 Official Show Program. This resource is highly relied upon by attendees to determine lecture and demonstration schedules, to review garden design intent, to make notes and to locate activities and Garden Marketplace vendors.

✓ Hospitality Options

Take advantage of our discounted prepaid ticket program to invite potential and current clients to the show.

EXHIBITOR TESTIMONIALS

"This will be our fifth year at the Show as a vendor. The Show draws our type of customer and has been an excellent show for us to participate in. We started out with one booth and are now up to four booths!" — Jill McKeever, Asia West

"I have been in the 'show' business for 30+ years. Boston has always had an excellent staff and continues to bring in a profitable Show."

— Alice Strong, Garden Basket/Garden Broom

"The Show was well-described by our sales rep and it was well-marketed to the general public. I was very impressed!!" — Tom Leonard, Fish Head Farms

"We do a lot of repeat business each year."

— Daniel Chen, J's Jades

"The Boston Flower & Garden Show is not only incredibly well-attended, but attendees are quite affluent and in a buying frame of mind. Our post-show sales numbers (which we can tie directly to the event) make up a significant portion of our revenue for that period."

— Sandy Pochapin, Renewal by Andersen

"One of our top 5 shows of the year, and we do over 150 events each year. Thank you for a successful and profitable show."

— Bill Corry, Corry Enterprises





2019 BOSTON FLOWER & GARDEN SHOW
 Seaport World Trade Center, Boston March 13-17, 2019

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Show Hours

Wednesday & Thursday

10:00am-8:00pm

Friday & Saturday

10:00am-9:00pm

Sunday

10:00am-6:00pm

Move-In

Monday, March 11 (drive in allowed)

Tuesday, March 12 (hand carry only)

Specific move-in times are assigned

according to space location.

The floor plan gives vendors a distinct selling advantage, designed specifically to create pathways that pull attendees throughout the entire exhibit hall.



PLAN NOW TO EXHIBIT!

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A Paragon Group Event

www.BostonFlowerShow.com

