

# GARDEN Expo



Wisconsin Public Television

February 10-12, 2012

## BECOME A PARTNER OF GARDEN EXPO 2012

Garden Expo is a three-day event that brings together thousands of people from across the Midwest to celebrate the latest trends in gardening and landscaping. Now in its 19th year, the show takes place at Madison's Exhibition Hall at the Alliant Energy Center and is presented by Wisconsin Public Television (WPT) and the UW-Extension/Cooperative Extension Horticulture Team. All proceeds benefit WPT programs and community outreach.

### Garden Expo Features

- More than 20,000 attendees with a highly-desirable profile.
- The only expo in the Midwest exclusively focused on gardening.
- 100,000 square feet of exhibit space featuring more than 300 booths.
- More than 100 free educational seminars, demonstrations and workshops.
- Appearances by Shelley Ryan, host of WPT's *The Wisconsin Gardener*.
- Dramatic 1,200 square-foot garden display sponsored by the Wisconsin Landscape Contractors Association.
- Live on-site radio broadcasts.

### Garden Expo Success

- 100% sponsor retention.
- Record attendance in 2011 of nearly 21,000.
- Sold-out exhibit space.
- 82% of attendees made a purchase from an exhibitor during the show.
- 95% of attendees would recommend the show to their neighbors and colleagues.

### Garden Expo Sponsor Benefits

Sponsors enjoy tremendous reach, impact, and exposure at this annual event.

- Increase your brand visibility with recognition in a variety of media (print, TV and Web).
- Benefit from the extensive marketing and promotional resources of WPT before and throughout the show.
- Associate your business with the high quality and strong public trust of PBS.
- Link your business to this long-standing and valued community event.



| Sponsorship Opportunities                 | Premier<br>\$5,000 | Assoc.<br>\$2,500   | Area<br>\$1,200 |
|---|--------------------|---------------------|-----------------|
| Standard Exhibitor Booth                  | •                  | •                   |                 |
| Second Booth Discount                     | •                  |                     |                 |
| Presentation Opportunities                | 5                  | 4                   | 3               |
| Guest Passes                              | 6                  | 4                   | 2               |
| Logo in Event Program                     | Primary Placement  | Secondary Placement | •               |
| Logo on Event Signage                     | Primary Placement  | Secondary Placement | •               |
| Logo on Website                           | Primary Placement  | Secondary Placement | •               |
| Event Program Advertising Credit          | \$500              | \$250               |                 |
| Logo in Newspaper Advertisements          | •                  |                     |                 |
| Logo on Promotional Pieces                | •                  |                     |                 |
| Logo in WPT <i>Airwaves</i> program guide | •                  |                     |                 |
| Recognition in Press Releases             | •                  |                     |                 |
| Recognition in Promotional E-mails        | •                  |                     |                 |

### More Information and Next Steps

For more information please contact  
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