New exhibitors must apply for review by the Garden & Landscape Expo Jury Committee to ensure the highest show standards for fellow exhibitors and for the public. Please submit the following information and photos with the rest of your registration materials. If not accepted by the committee, your booth payment will be returned in full.

new exhibitor application/jury procedure 2021

Garden & Landscape Expo 2021  
February 12-14   Friday 12-7 / Saturday 9-6 / Sunday 10-4  
Exhibition Hall / Alliant Energy Center / Madison  
presented by PBS Wisconsin

1 Please fill out the information below.

2 Submit three (3) photos or images – (1) of your booth setup and (2) products/services you will be promoting or selling. Applications submitted without photos will not be considered.

3 Submit the separate Exhibitor Registration form along with at least 50% of the required booth payment. Full payment is required if registering after October 31.

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business name

company Web site URL

contact (full name)  phone

e-mail address

The Garden & Landscape Expo Jury Committee is responsible for maintaining the show’s gardening theme using these categories. Please check the category that best describes your company’s focus for the 2021 Garden & Landscape Expo.

___ garden centers, nurseries and commercial greenhouses  ___ artists whose original work specializes in garden themes  
___ garden furniture, accessories and tools  ___ sunroom, greenhouse and gazebo dealers  
___ seed and bulb growers/retailers  ___ water feature, pond construction and irrigation system companies  
___ landscape architects and garden designers  ___ lawn and gardening equipment manufacturers and distributors  
___ landscapers, arborists, lawn & landscape maintenance/supplies  ___ florists and indoor plants  
___ deck and paving construction and supply  ___ garden clubs and plant societies (non-profit & for profit)  
___ bookstores and publishers specializing in plant or garden-related material  ___ parks, recreational areas, municipal gardens and environmental or horticultural organizations  
___ dealers in garden sculptures and ornaments  ___ food artisans and local food retailers

Prior to the show opening, all booth displays will be reviewed by and subject to the approval of the Garden & Landscape Expo Jury Committee to ensure the highest show standards for fellow exhibitors and for the public. The Friends of PBS Wisconsin, Inc., sponsoring organization of the Garden & Landscape Expo, retains the right of final acceptance and has sole discretion over acceptance of all exhibitors.

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all registration forms are available as PDFs at wigardenexpo.com

Exhibitor registration materials can be downloaded at wigardenexpo.com.  
Click on For Exhibitors at the top of the page.

Mail all registration materials, including payment, to:

Garden & Landscape Expo Jury Committee  
PBS Wisconsin  
821 University Ave.  
Madison, WI 53706

Applications postmarked by Sept. 1, 2020 will be reviewed and the notification of acceptance will be mailed by Sept. 30, 2020.

Applications received after Sept. 1, 2020, will be subject to booth availability and reviewed accordingly.

If not accepted by the committee, the exhibitor’s booth payment will be returned.

Keep a copy of this procedure for your personal records.

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revised 1/20