

# the flower & patio SHOW

March 5-7, 2010

DCU Center/ Worcester Centrum Centre

The Flower & Patio Show would like to cordially invite you to present a display in our 2010 event

## **Floral Designers receive the following for exhibiting in one of the three classifications for this event:**

- Advertising exposure to 25,000 upscale attendees
- \$25 towards materials for each design registered
- Business cards displayed next to each design at no charge
- Prominent exposure on the “Florist and Garden Club” section of the show website including:
  - Florist Company Name
  - Designer Name
  - Classification Registered
  - Designer interpretation/ description of the piece
  - Photo of the design from the event showcased on the site until the 2011 show
- Prominent signage provided by Show Management at each display for the course of the event
  - Showing:
    - Florist Company Name
    - Designer Name
- Judging on Friday Morning before the event opens to the public
  - Ribbons for every design awarded- displayed next to the design over the course of the weekend
  - The “Best of the Best” will receive CASH awards in addition to recognition!
- Opportunity to win the “People’s Choice Award” for Best Floral Display
- Press Release sent by Show Management to local media after awards are distributed
- Special section of the Show Program Guide dedicated to floral designers which is distributed in the Sunday Telegram and Gazette the week prior to the show

## **When your Floral Company is participating in at least three classifications you also receive:**

- The contact list of attendees for your mailings
- or
- A FREE 1/8 page advertisement in the Telegram and Gazette (VALUE \$500)