

the **flower & patio**
Outdoor Living Expo **SHOW**

Presented by



2012 Floral Classifications

Class 1

Spring is Sprung

Use any plant material focusing on textures and wire. There are no size restrictions as long as the components fit safely and comfortably on a provided pedestal. Limited use of artificial material focus on fresh.

Class 2

Once Upon a Time

This display is a dream wedding centerpiece and is to be seen all around. There are no height restrictions. The provided pedestal is 40 1/2 "high and 48" round, a center hole is available if needed. A table cloth or covering should be used. Place settings are optional. Arrangement must be predominately fresh flowers.

Class 3

Spring Fever

This is an all-around composition and should be at least 6' in height. All props and material must fit comfortably and safely on a platform measuring 3"x3"x6". Fresh and dry material may be used. The finished product may be covered with permanent materials with the majority of fresh product.

the flower & patio Outdoor Living Expo SHOW

March 2-4, 2012

DCU Center/ Worcester Centrum Centre

The Flower & Patio Show would like to cordially invite you to present a display in our 2012 event

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

- Advertising exposure to **22,000** upscale attendees
- **\$25 cash** 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 2013 show
- **Prominent signage** provided by Show Management at each display for the course of the event
 - Showing:
 - Florist Company Name
 - Designer Name
- Opportunity to win the "People's Choice Award" for **Best Floral Display with a cash award!**
- **Press Release** sent by Show Management to local media after awards are distributed
- Special section of the Show Program Guide listing the floral designers which is distributed in **the Sunday Telegram and Gazette** in a **145,000 supplements** 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**)

Total Cost: FREE

Plus a chance to win cash awards for the best of the best!

Contact for more information:

**Pat Hoey – Pat Hoey Productions
(508) 832 3300**

Flower and Patio Show Outdoor Living Expo

March 2-4, 2012

at



FLORAL APPLICATION FORM

Company Name _____

Designer Name & Class _____

Address _____

City or Town _____ State _____ Zip _____

Telephone _____ Ext. _____ Fax _____

Email _____

Contact Person(s) _____

Please check off one or more of the following:

<u>CLASSES</u>	<u># OF ENTRIES</u>
Class One: "Spring is Sprung"	_____
Class Two: "Once Upon a Time"	_____
Class Three: "Spring Fever"	_____

Please Fax or Mail application as soon as possible to:

Pat Hoey Productions
167 Auburn St. Auburn, MA 01501
Ph: (508) 832-3300 Fax: (508) 832-0371

For additional information or questions, contact Pat Hoey Productions