BIG CROWDS. BIG SUCCESS.
Thousands of homeowners converged on Washington State Convention Center for five days of shopping at the 2019 Northwest Flower & Garden Festival. With money to spend, visitors eagerly walked the show to gain inspiration and meet with 387 exhibitors and experts to discuss their Spring garden ideas. Here’s a recap of the exciting marketplace these visitors experienced.

53,322 Total Attendees

95,470 NEW visitors browsed our show website in the 90 days prior to the show. Web banners are available at a low cost to put YOU in front of this powerful and huge online audience.

2,203 NEW consumers signed up to receive information from us in the future. Ask us how you can communicate your marketing message to them year-round.

MORE THAN 493.9 MILLION PAID MEDIA IMPRESSIONS
Leverage this exposure. Ask us how you can provide prizes and receive promotional media inclusion and the opportunity to grow your database.
VISITOR SNAPSHOT

88% spend 6-8 hours at the show

77% spend up to $250 at the show—our visitors come to shop

78% are likely or somewhat likely to attend the show again in the future

63% rate themselves as expert or passionate gardeners—meet a qualified audience

Voicing YOUR OPINION

“We were very pleased to personally talk with over 860 people during the show and invite them to visit the Highline SeaTac Botanical Garden in the future.”

Wendy A. Morgan of Highline Botanical Garden Foundation

“Everything went smoothly. Easy to get help, answers and everyone associated with the show was more than helpful.”

Peter Norris of Folia Horticultural + Design

“Great show staff! Great customers! Everyone’s in a great mood—how could one NOT be when you’re surrounded by such beautiful flowers!”

Susan Greenwood of Photo Cards by Susan Greenwood

EXHIBITOR SNAPSHOT

88% rate the quality of exhibits/exhibitors that were present at this year’s show as excellent, very good or good

82% rate their overall satisfaction with the show as excellent, very good or good

80% are definitely or likely to exhibit at the show again in the future

75% would definitely or are likely to recommend this show to another potential exhibitor or colleague

SPONSORSHIP

Looking for unique ways to gain additional exposure before, during and after the show? Contact Jill Kivett at 604-639-2288 or jillk@MPShows.com for rates and info for this or any Marketplace Events show.
Advertising spend topped more than $1,000,000! Plus, the show garnered more than 493.9 million paid impressions across a variety of mediums. Spreading these dollars across multiple media—television, radio, print, outdoor and online—ensured total saturation of the local market and drove thousands of attendees through the doors.

**Getting the Word Out**

**TV** – Our strategy to secure top prime programs on King-TV, KONG-TV, KOMO-TV, KCPQ-TV, KIRO-TV, KCTS-TC, Comcast Cable and others ensured attendees at the show who were eager to buy.

**Radio** – Hundreds of thirty-second spots were heard across stations such as 95.7 The Jet, 101.5 FM, Warm 106.9, 94.9 Seattle News & Information/NPR, 88.5 All that Jazz/NPR, 97.3 News Talk, Movin’ 92.5 FM and several others. Plus, on-air contests and ticket giveaways all contributed to traffic.

**Print** – We teamed up with the Seattle Times, Seattle Magazine and the Seattle Gay News to promote the show with attention-grabbing ads and inserts in Sunday’s circulation.

**Online** – Our digital presence on multiple websites gave us total saturation of the market.

**MEDIA SAMPLES**

**Print Ads**

**Show Guide (32 pages)**

**Emails**

**Admission Tickets**

**Posters**

**Online Ads**

**GET CONNECTED!**

@NWFGS 60,100 impressions

Home And Garden Events 105,171 fans

NWFGS 6,925 followers

**Habitat for Humanity**

In January 2017, Marketplace Events announced a new partnership with Habitat for Humanity to help create a world where everyone has a decent place to live. To date through multiple fundraising initiatives across all of our shows, we’ve raised more than $153,000 to support Habitat for Humanity plus additional dollars through many local initiatives!
1. With over 300 high-quality exhibitors, the Marketplace was a spectacular shopping opportunity for one-of-a-kind gift items, must-have plants, the hottest new garden tools, hand-crafted art and furniture, vintage garden wares, books, specialty seeds, artisan gourmet foods, and more. This one-stop shopping destination attracted quality exhibitors from around the U.S. and Canada.

2. Container Wars returned with fast-paced and fun ideas for container gardens. Attendees got a firsthand look at dueling gardening experts creating beautiful and practical containers, while sharing helpful tips during their 60-minute demonstration. Hosted by syndicated gardening columnist and television host, Marianne Binetti.

3. Attendees joined us for a glass of champagne while creating a fabulous make-and-take project led by a local floral design expert at the Blooms & Bubbles workshop.

4. City Living showcased 10 delightful patio gardens offered lots of practical ideas and inspiration, especially for apartment and condo dwellers, or anyone with a limited space for outdoor living.

5. The Floral Competition was an opulent display of artfully arranged blooms showcasing the area’s best and most innovative florists. Attendees gathered in the Atrium Lobby to admire the handiwork of local florists.

6. Our world-class seminar series drew experts from around the world with over 100 free seminars. Attendees learned about a range of topics like small space garden solutions, houseplants, DIY garden crafts, rain garden design, attracting pollinators, soil biology, and much more.