

PBS Wisconsin **GARDEN** & LANDSCAPE EXPO

February 9-11,
2024



Garden & Landscape Expo is a midwinter oasis for people ready to venture out and dig their hands in the dirt. Now in its 31st year, this three-day event celebrates the latest trends in gardening, landscaping, local foods and ecological sustainability. The show takes place at Madison's Exhibition Hall at the Alliant Energy Center and is presented by PBS Wisconsin and the UW-Madison Extension Horticulture Program. All proceeds support PBS Wisconsin's programming and community outreach activities.

Garden & Landscape Expo Features

- Nearly 20,000 attendees with a highly-desirable profile.
- 100,000 square feet of exhibit space featuring more 275 booths.
- More than 150 free educational seminars and demonstrations.
- A Standard Flower Show, presented by Madison District Garden Clubs.
- UW-Madison Extension Horticulture offering tips and plant identification.
- PBS KIDS Backyard Family Area.

Garden & Landscape Expo Sponsorship

- Increase your brand visibility with recognition in a variety of media.
- Benefit from the extensive marketing and promotional resources of PBS Wisconsin 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.

PREMIER EVENT SPONSORSHIP BENEFITS | \$7,500

- Six months broadcast promotion on PBS Wisconsin (50-100 spots)
- **Two Premium Corner/End Cap Booths** with selling opportunity (exhibitor mall) - \$1,650 value
- 5 presentation opportunities (optional)
- Twenty guest passes
- Primary logo placement in event guide, on event signage and on website
- **\$750 Ad Credit with Premium Placement** in event guide (shared electronically and 15k+ onsite)
- Logo in promotional pieces and *Airwaves program guide*
- Recognition in press releases
- Recognition in Garden & Landscape Expo e-newsletters and on website throughout the year
- 20% Garden & Landscape Expo discount toward on-air messages in February 2024