

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.

EVENT SPONSORSHIP BENEFITS | \$2,500

- One standard exhibitor booth with selling opportunity (exhibitor mall) - \$740 value
- 3 presentation opportunities (optional)
- Ten guest passes
- Tertiary logo placement in event guide and on event signage
- Logo recognition in Garden & Landscape Expo on website throughout the year
- Recognition in press releases
- \$250 event guide advertising credit - shared electronically, posted on the website and 15,000+ distributed at event
- 20% Garden & Landscape Expo discount toward on-air messages in February 2024