

# Garden & GREEN LIVING EXPO

 PBS Wisconsin

Feb. 12-14, 2027  
Madison, WI



**Garden & Green Living Expo** is a vibrant three-day celebration that showcases the forefront of gardening, landscaping, local food culture, and ecological sustainability. Now in its 34th year, the show takes place in the Exhibition Hall at Madison's 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 & Green Living Expo Features

- More than 17,000 attendees with a highly-desirable profile.
- 100,000 square feet of exhibit space featuring more 250 booths.
- Free educational seminars and demonstrations.
- A Standard Flower Show, presented by Madison District's Garden Clubs.
- UW-Madison Extension Horticulture Program experts offering tips and plant identification.
- PBS KIDS Backyard kids and family area.

## Why Sponsor?

- 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 and 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) - \$1,800 value
- 4 presentation opportunities (optional)
- Twenty guest passes
- Primary logo placement in event guide, on event signage and on website
- **\$750 Credit with Premium Placement** in event guide (shared electronically and distributed to event attendees)
- Logo in promotional pieces and *Airwaves program guide*
- Recognition in press releases
- Recognition in Expo e-newsletters and on website throughout the year
- 20% Garden & Green Living Expo discount toward on-air messages in February 2027