

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.

Did you know it costs more than \$15,000 to rent the classrooms for this three-day event, plus \$4 for every chair in the audience? Your support helps us keep these educational offerings free and accessible to all. 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.
- 150 free educational seminars and demonstrations.
- 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.

SEMINAR OR STAGE DEMO SPONSORSHIP BENEFITS | \$1,000

- Name recognition on the **Online Education Schedule** at wigardenexpo.com
- Name recognition in the **Event Guide** – shared electronically, posted on the website and distributed to event attendees
- Logo recognition on onsite **Event Signage** posted near lecture rooms or demo stages
- Up to **(3) Presentation Opportunities**– reach up to 400 attendees/day in a classroom or demo stage setting (presentation subject to approval by show management)
- Six complimentary one-day general admission tickets