

# 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 than 250 booths.
- 150 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.

## ASSOCIATE EVENT SPONSORSHIP BENEFITS | \$5,000

- Three months broadcast promotion on PBS Wisconsin (25-50 spots)
- **Two standard exhibitor booths** with selling opportunity (exhibitor mall) - \$1,640 value
- 3 presentation opportunities (optional)
- Fifteen guest passes
- Secondary logo placement in event guide, on event signage and on website
- **\$500 credit** in event guide (shared electronically and distributed to event attendees)
- 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 2026