

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

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- 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.
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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
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EVENT SPONSORSHIP BENEFITS | \$2,500

- **One standard booth** with selling opportunity (exhibitor mall) - \$820 value
- 3 presentation opportunities (optional)
- Tertiary logo placement on event signage and **Event Guide** – shared electronically, posted on the website and distributed to event attendees
- Logo recognition on the Garden & Green Living Expo website throughout the year
- Recognition in press releases
- Ten guest passes
- **\$250 Credit** in event guide (shared electronically and distributed to event attendees)

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WORKSHOP SPONSORSHIP BENEFITS | \$2,500

- **One standard booth** with selling opportunity (exhibitor mall) - \$820 value
- Guaranteed 2 workshops per day, subject to Show approval (optional)
- Name recognition on Workshop listings at wigardenexpo.com and our online store
- Name recognition in Expo e-newsletters when Workshops are referenced.
- Name recognition in the **Event Guide** – shared electronically, posted on the website and distributed to event attendees
- Ten guest passes
- **\$100 credit** in event guide (shared electronically and distributed to event attendees)

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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.

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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