



- WHAT:** 2012 Capital District Garden & Flower Show
- WHEN:** Friday, March 23 10am-8pm
Saturday, March 24 10am-7pm
Sunday, March 25 10am-5pm
- WHERE:** Hudson Valley Community College
Vandenburg Ave., Troy, NY
- ATTENDANCE:** 12,000 – 14,000 visitors from upstate New York, Vermont, western Massachusetts
- ADMISSION:** Adults \$10, Children under 15 free when accompanied by an adult
- EVENT:** The Capital District Garden & Flower Show is the Capital Region's only gardening exhibition of its magnitude. The 60,000 square-foot McDonough Physical Education Complex at HVCC transforms into 18 beautifully designed, fully blooming gardens, over 100 floral design arrangements and a garden marketplace. Experts will give advice on a wide variety of gardening topics such as tools, landscaping hints, trees, and much more. In addition, the show is a wonderful vehicle for Wildwood programs to create community awareness and raise important dollars for their programs.
- 2011 SPONSORS:** Times Union, Price Chopper, MVP Health Care, CLA Site Landscape Architecture, Engineering & Planning, P.C., Cornell Cooperative Extension, Northeastern New York Nursery/Landscape Association, Inc, Rensselaer County Tourism, Lamar Advertising Company, B95.9 FM, Capital Region CW, CBS 6 and Capital Region Living Magazine
- OTHER SPONSORS:** Many levels of sponsorship opportunity are available. For information, contact Brenda Ladd at 518-786-1529.
- MARKETING/ ADVERTISING:** Northeast Show Promoters, Inc. will create a dynamic, comprehensive marketing and public relations campaign that will include print, radio, television and the web.
- WEBSITE:** A dedicated website, www.gardenandflowershow.com, has been designed specifically to publicize and market the Capital District Garden & Flower Show.
- EXHIBITOR CATEGORIES:**
- Display Gardens**
A showcase for the finest landscape professionals in upstate New York. Fifty percent of the space must be covered with live plant material and at least 30% of this space must contain flowers in bloom. Call to discuss space availability.
- Product Displays**
Exhibitors who demonstrate equipment and hard goods as they are used in the home landscaping. Use application for vendor space.
- Garden Market Retail Sales**
A unique retail shopping opportunity offering the latest and finest products and services for gardening. Our process for vendor selection begins with product review. First consideration for space is given to vendors who feature a product line that is:
- Horticulture (plants bulbs, cut flowers, herbs, dried flowers)
 - Garden accessories (outdoor furniture, garden art, tools & accessories)
 - Home accessories (home décor featuring flowers or of horticultural origin or function)
 - Botanical art (original paintings, prints, pressed flowers, etc.)
 - Jewelry (featuring floral designs)
- Use application for vendor space.

Non-Profit Organizations

The purpose of this category is to introduce a wide variety of non-profit plant and gardening groups. These exhibits should be educational in nature and focus on increasing public awareness of the participating organization. Call for application.

FEES: A variety of booth options are available. (Please note: table & electric fees are not included.)
8' x 8' \$450 – Booth #417-520
10' x 10' \$675 – Booth #101-416
10' x 20' \$1350

Each Vendor is encouraged to include some type of greenery, either live or silk in their booths (i.e.: trees, plants, flowers, etc.) to help in carrying the garden theme throughout the entire show. These items may be part of the plant sale on the last day of the show.

VENUE: HUDSON VALLEY COMMUNITY COLLEGE
The McDonough Complex has hosted a wide variety of events; from major trade shows and exhibitions to a variety of athletic events. The space is the largest exhibit space on one level in New York's Capital Region. Because of its size and location, easily accessible from Routes I-90 and I-787, the McDonough Complex is a primary venue for local, regional and statewide events. Other benefits include; free, easily accessible parking close to the facility; telephone and internet connections available; accessible to the disabled. (Note: School will not be in session)

LECTURES: In addition to several keynote speakers of national acclaim, there will be a wide variety of other lectures presented by notable regional experts. Lectures will be scheduled hourly and are being coordinated by Cornell Cooperative Extension. Exhibitors who are interested in speaking opportunities should contact Michael Bartholomew – Phone: 518-765-3507

CONTACT: NORTHEAST SHOW PROMOTERS, INC.
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HOTELS:

Holiday Inn Express	(518) 286-1011
CrestHill Suites	(518) 454-0007
Fairfield Inn & Suites	(518) 477-7984
Best Western Rensselaer Inn	(518) 274-3210
Quality Inn & Suites	(518) 785-5891
Comfort Inn	(518) 479-3217

RESTAURANTS:

Alexi's Diner	(518) 286-2603
Applebee's Neighborhood Grill & Bar	(518) 283-0700
Cracker Barrel Old Country Store	(518) 479-3646
Denny's Restaurant	(518) 477-8441
Moscatiello's Italian Restaurant	(518) 283-0809