



You Are Invited to be an Exhibitor at the
20th Annual Baton Rouge Spring Garden Show
Saturday, March 12 and Sunday, March 13, 2022
9:00 a.m. – 4:00 p.m. each day
John M. Parker Agricultural Coliseum
Highland Road, LSU Campus, Baton Rouge

Please join us to showcase your plant and garden-related products and services our annual LSU AgCenter Spring Garden Show. We are planning an expanded advertising campaign again this year with the following media:

- ❖ **Television** – Corporate sponsor, WAFB Channel 9, is partnering with us to have 15 second advertising spots, morning talk show appearances and special coverage
- ❖ **Radio** – Corporate sponsor, 96.1 The River, will run numerous promotional spots plus ticket giveaways
- ❖ **Newspaper** – A garden supplement prior to the show will highlight the event along with a feature in the Food/People and Friday's Red section of The Advocate
- ❖ **Posters & Flyers** – Hundreds will be placed in local garden centers, businesses, and organizations
- ❖ **Billboards** – Lamar Advertising billboards will be rented around the Baton Rouge Area

INFORMATION ABOUT PARTICIPATION

The 2022 Spring Garden Show will feature exhibitor displays for plant sales, production, garden accessories, crafts, and other products and services related to the garden industry. Also featured will be plant health and identification clinics. We are pleased to provide this announcement to selected exhibitors and invite you to participate at the Baton Rouge Spring Garden Show. We are looking forward to another exciting and successful show next year and to your joining us at John M. Parker Coliseum on the beautiful LSU Campus in Baton Rouge.

PRODUCT SALES

All exhibitors participating in the show may conduct lawn-and-garden-related products and plant material sales and retain 100% of all sales revenues (minus local sales tax). Each exhibitor is responsible for his/her own sales license. Please call 225-219-7318 if you have any questions about a sales license. The Spring Garden Show Committee will handle any decision of definition of these products. PLEASE NOTE: In keeping with the smoke free LSU policy, no smoking related products (including ash containers) can be sold at the show. All products for sale must be yard, garden or patio related.

BOOTH SPACE

The booth space size is 100 sq. ft. (~10 feet wide and ~10 feet deep). The cost of a booth is \$100.00. Additional booth spaces may be requested at \$100.00 per booth space. No more than 5 spaces per vendor. Each exhibitor is asked to enhance displays with flowers, bright colors, plants, and anything representative of gardening. It is important that each exhibitor provide an attractive set-up or display that enhances the high quality image of the business and of the Spring Garden Show. The floor of the coliseum is packed soil. There is no need to worry about dirt and water spills. The natural ambiance is perfect for a garden show and sale!

BOOTH SIZES	PRICE BEFORE JAN 31TH	PRICE AFTER JAN 31TH
100 sq.ft.	\$100.00	\$125.00
200 sq.ft.	\$200.00	\$250.00
300 sq.ft.	\$300.00	\$375.00

Exhibitors will be issued vendor identification for booth staff only, which will permit the bearer unlimited entry into the Spring Garden Show on both days. Only the bearer of the passes will be permitted free entry.

SET UP AND TAKE DOWN

The coliseum will be open starting Thursday, March 10th from 9:00 a.m. until 4:00 p.m. for special booth and display set-up. **Please contact Lindsay Reed or Sandra Stevenson by Tuesday, March 8th to arrange special booth set up dates and times at 225-578-2110.** Booths must remain in place and open until 4:00 p.m. on Sunday March 13th. All materials must be removed by 6pm on Sunday, March 13th.

ADMISSION

General admission will be \$5.00 per person for the Spring Garden Show. Children 12 and under will be admitted free of charge.

RESERVATION FORM

To reserve your exhibit space, please complete all the steps indicated and return this form post- marked **as soon as possible** to reserve your space. Exhibit space will be assigned at the discretion of the Spring Garden Show Committee on a first-come, first-serve basis. *Sorry, there will be no refunds.* In addition to this form, please include your check or money order made out for the amount of space desired. No cash will be accepted.

You must attach your payment with this form to reserve your space.

Please MAKE CHECKS PAYABLE to LSU Foundation and mail to:

Baton Rouge Spring Garden Show

ATTENTION: Lindsay Reed

104 M.B. Sturgis Hall

Baton Rouge, LA 70803-0106

DATE: _____

Step 1: PLEASE TYPE OR PRINT ORGANIZATION INFORMATION

Organization Name _____

Contact Person _____

Address _____

City _____ State _____ Zip _____

Telephone Number _____ Alternate Number _____

E-mail address _____

Step 2: PLEASE COMPLETE SPACE FEE INFORMATION

Applicant Type	Total Number of display areas required	Amount Due
Commercial Exhibit \$100 per 10' X 10' display area		
Society/Non-profit Exhibit (One 10' X 10' display area <u>free of charge</u> , additional space cost is \$100 per 10' X 10')		
Special (Government Agency or University) (One 10' X 10' display area free of charge)		
Other – as negotiated (food vendor, etc.)		
	GRAND TOTAL	\$

Step 3: PLEASE COMPLETE EXHIBIT SPACE INFORMATION

Will your display area require electricity? _____ Yes _____ No

Will your display area require water? _____ Yes _____ No

Do you have any special booth space requests such as position in the Coliseum or being next to another vendor? If so, please specify: _____

At this time, it looks like we will be able to supply one table and two chairs per booth. The availability is always uncertain, so you may wish to bring your own table.

Step 4: Garden Show Advertising

Will you conduct product sales in your display area? _____ Yes _____ No

For advertising purposes, please list the main items you will be selling.

For additional information, please call Sandra Stevenson **225-578-2110** or email at **lreed@agcenter.lsu.edu**

We look forward to seeing you at the 20th Annual Baton Rouge Spring Garden Show.