

# THE GARDEN SHOW & SPRING FESTIVAL

4 - 6 June 2020 . Beirut Hippodrome





WELCOME TO  
**THE GARDEN SHOW**  
 & SPRING FESTIVAL

**Be part of the 17<sup>th</sup> edition of The Garden Show & Spring Festival!**

The Garden Show & Spring Festival, which launches the summer season in Lebanon, will be returning to beautiful Hippodrome Park of Beirut for three magical days from 4 to 6 June 2020.

Welcoming more than 17,000 trade visitors, garden lovers and those seeking to uplift their outdoor spaces, this event is a unique platform to enhance your visibility and boost your sales.

This year's show celebrates: *life*.

Be part of this colorful and joyful event, which celebrates the warm spirit of the season and the great Lebanese outdoor way of life.

For the seventh year in a row the show is held concurrently with Travel Lebanon, the first event promoting the country's tourism, its undiscovered rural spots and rich cultural heritage. Gathering tour operators, activity providers, municipalities and tourism experts, Travel Lebanon is the perfect place for visitors to plan their summer.



# JOIN 220+ EXHIBITORS OUTDOORS FOR FOUR MAGICAL DAYS TO WELCOME SUMMER!

More than 220 exhibitors participate in The Garden Show & Spring Festival, ranging from outdoor furniture suppliers to specialists in plants and flowers. Take a look at the various sections of the show where you can exhibit your products.

## Art of Gardening

Since 2004, this show has been about celebrating gardens, nature and laid-back outdoor living. As we enjoy beautiful weather more than nine months of the year, gardens, terraces and balconies become part of our living space.

## Art of Living in the Garden

At The Garden Show & Spring Festival, we offer visitors everything they need to prepare, decorate and uplift their outdoor spaces, from original ideas for the garden to equipment, outdoor furniture and decoration.

## Amateur Flower Competition

Flower lovers will compete to create the best flower arrangements under a specific theme, allowing visitors to discover the finest creations.

## Flower Display

This section showcases floral arrangements inspired by the theme "Greater Lebanon's Centenary".

## Kids' Village

Over the years, The Garden Show & Spring Festival has become a great destination for children. Spending the afternoon outdoors and being entertained in the kids' village is a fun experience, offering families a safe and happy environment for their children.

A playground, gardening workshops and inflatable games are just a few of the activities available for little ones.

## Farmers' market

In collaboration with Souk el Tayeb, traditional and regional Lebanese producers offer their fresh and homegrown produce at the lively farmers' market.

## The Ecosection

Environmental issues should be a concern to all of us. The Garden Show's ecosection will showcase a range of solutions to make your daily life more environmentally friendly.

## Masterclasses

Garden enthusiasts will be given handy tips by industry experts through a series of daily workshops and masterclasses.

Foodies and drink lovers will have the opportunity to meet chefs and experts to learn about the latest trends in cocktails and get fun new recipes for their outdoor celebrations.

## COMMUNICATION CHANNELS

We employ a varied communication strategy to ensure maximum visibility for the show. These channels include:

- A nationwide billboard campaign
- A radio campaign on leading Lebanese radio stations
- Advertisements and articles in general interest magazines
- Advertising campaign and coverage in major leading newspapers
- Presentation and coverage of the event on all major talk shows on Lebanese and regional TV and radio stations
- 75,000 invitations sent through direct mailing via social magazines and door-to-door distribution
- 20,000 flyers
- An SMS campaign to 92,000 recipients
- Social media (dedicated Facebook and Instagram pages)
- Targeted newsletters sent to more than 54,000 e-mail addresses
- Banners on leading platforms

## 18,000+ VISITORS

The Garden Show & Spring Festival attracts over 18,000 landscapers, amateur gardeners, architects, designers, horticulturists, municipalities, press and outdoor enthusiasts.

## Create or sponsor a garden



Promote your products, services and green initiatives by creating a unique garden at the show.

## TRAVEL Lebanon

Held concurrently with The Garden Show & Spring Festival, Travel Lebanon is the first and only event that supports tourism in Lebanon. Local tour operators, NGOs and municipalities will promote packages across the country to help you plan your summer, while local artisans and producers will showcase their handmade goods.

## TASTE LEBANON

Taste Lebanon gives visitors the opportunity to have a tasty bite and a drink from a selection of well-known restaurants and cafés while enjoying live music and entertainment under the iconic pine trees of the Hippodrome.



The Garden Show & Spring Festival's 2020 image has been created by Nadim Karam, internationally acclaimed Lebanese architect and artist.

@ nadim.karam



## SPONSORSHIP OPPORTUNITIES

The Garden Show & Spring Festival's partnership and sponsorship program offers strategic opportunities to increase brand awareness and market products and services.

<b>The Garden Show &amp; Spring Festival</b>	<b>USD</b>
Partner.....	24,000
Gold sponsor .....	13,500
Silver sponsor.....	10,000

<b>Flower Competition</b>	<b>USD</b>
Partner.....	3,000
Sponsor.....	1,500

<b>Kids Village</b>	<b>USD</b>
Partner.....	4,800
Sponsor.....	3,200

<b>Masterclasses</b>	<b>USD</b>
Partner.....	5,000
Sponsor.....	3,000

<b>Taste Lebanon</b>	<b>USD</b>
Partner.....	6,000
Sponsor.....	3,700
Participant (9 sqm).....	1,900

<b>Effective Advertising</b>	<b>USD</b>
Garden sponsorship .....	5,000
Visitors' bags (20,000 bags) .....	4,700
Exhibitors' lanyards (excluding production) .....	3,700
VIP lounge .....	3,700
Ushers and hostesses dress branding .....	3,700
Musical stage branding .....	3,700
Brochure distribution at the main entrance .....	3,500
Banner at entrance (excluding production) .....	2,900
Banner in parking area .....	2,300
Banner on website homepage .....	2,300
Product display station .....	2,300
Shuttle carts branding (per cart) .....	1,600
Side banner on website .....	1,200
Logo on main entrance floor plan .....	800
Ad in pocket guide .....	500

## STAND RATES

<b>Space-only</b>	<b>USD</b>
9 sqm .....	1,800
16 sqm .....	3,200
25 sqm .....	5,000
50 sqm.....	10,000
100 sqm .....	20,000

<b>Tent rental (optional)</b>	<b>USD</b>
9 sqm.....	250
16 sqm.....	350
25 sqm.....	450

<b>Special rate</b>	<b>USD</b>
9 sqm (designers and associations) .....	1,100

<b>Travel Lebanon</b>	<b>USD</b>
Sharing space participation fee .....	550
9 sqm.....	1,100

- All exhibitors taking a space-only stand (without a tent and open from four sides) must provide the organizer with a drawing showing details of their proposed design for approval before April 21, 2020.
- Each additional square meter taken on-site will be charged at USD 200 per sqm.
- All prices are subject to 11% VAT.



T: + 961 1 480081 | E: garden@the-gardenshow.com | the-gardenshow.com

f TheGardenShowandSpringFestival    i GardenShowLebanon    t @TheGardenShow