

3rd Annual

# The Maine FLOWER SHOW

March 27-31, 2019

Thompson's Point Portland, ME

## Exhibitor Invitation 2019

### Maine Flower Show

***The Maine Landscape and Nursery Association will be producing its' 3rd Annual Maine Flower Show, March 27-31, 2019.***

Located at newly-renovated facilities at Thompson's Point, with easy access from I-295 and accessible parking, MELNA's first flower show in 2017 had an attendance of 16,132 and was a huge hit among gardening enthusiasts. Our 2018 show attracted over 20,000 consumers! In addition to about 13 display gardens, the Maine Flower Show will have approximately 120-125 booths available for exhibits of plants, hardscape, arbor related items, garden supplies, and all things relative to outdoor yardscaping and living. We will also welcome affiliated businesses, organizations, and non-profits. The Maine Flower Show will also include equipment suppliers, with some outside exhibiting space available for equipment.

This year, there will be some changes to the layout. We will have a different spot for the attached tents; and these tents will be a bit smaller than our first two years. Instead of the tents going off the back of the building onto the dirt parking area, the tents in 2019 will come off the front of the building and placed mostly on a paved parking area. Because of this, the tents will be "structured" tents instead of "pole" tents. These tents are more expensive for us to rent, and the area we have to place the tents is smaller in 2019. This means we only have 120-125 booth spaces available to rent, as opposed to nearly 160 in 2018.

Based upon the simple math of fewer rental spaces and higher cost in renting tents, there is an increase in the cost of exhibitor/vendor booths. We have done our best to keep increases minimal and reasonable. It also means we will require all applying exhibitors/vendors to clearly state how their product/service relates to horticulture and gardening, and also provide us a photo of their booth upon application. We plan on limiting exhibitors to those directly related to our industry; with an exception for those providing direct services to attendees, such as food vendors.

Enclosed is an application form for exhibitors/vendors. We only have 120-125 spots available inside the facility, with some outside spots available for exhibiting equipment. After receiving applications, we will try to balance the types of exhibitors. All applications will be date-stamped upon receipt, and the date the application is received will have a very strong impact on deciding whom will be accepted, in the event we have multiple applications from companies seeking to exhibit similar goods or services. If you are a returning exhibitor and desire the same or similar location as last year, please indicate on the form. Please note there is a fee for corner booth requests, as well as requests for being placed inside the building.

To help with the application, please note that we have 4 categories of exhibitors: 1. Non-profits who will be giving information only, no selling of any kind; 2. Non-profits who will be selling, thereby producing income for the non-profit; 3. MELNA members (all MELNA members will be given preferential consideration); and 4. Non-MELNA members.

If you are interested in exhibiting at the 3rd Annual Maine Flower Show, please fill out the attached application and submit it, together with at least a 50% deposit **and photo of your booth**. Remember, time will be a large consideration when deciding what exhibitors are accepted. Deposits will be returned in full to any entity applying, but not accepted, for exhibiting.

Not on the application are rates for outside exhibiting of equipment. If you are interested in outside exhibiting, please contact me and we will discuss your needs and appropriate fees.

If you have any questions, please feel free to contact me.



Don Sproul,  
MELNA Executive Director and Maine Flower Show Producer

[MngmtPlus@aol.com](mailto:MngmtPlus@aol.com)

207-623-6430

March 27-31, 2019

**NOVEMBER 30, 2018 DEADLINE TO BE IN MAINE FLOWER SHOW PROGRAM**

Date of Application submission will be a large criteria in deciding who will be granted exhibitor space. Please print legibly!

COMPANY NAME \_\_\_\_\_ CONTACT PERSON \_\_\_\_\_

NAME (S) OF PERSON(S) ATTENDING \_\_\_\_\_

COMPANY ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_

Describe how your product/service:

1. Relates to horticulture, gardening, outdoor living: \_\_\_\_\_

2. Provides service to show attendees (such as food): \_\_\_\_\_

OUR COMPANY IS A (check all that apply)  Member of MELNA  First time exhibitor  Non-member

BOOTH	Number Requested	Cost per Booth			Non-Member	Total Cost
		Non-Profit Info	Non-Profit Sales	MELNA Member		
PREMIUM Booth (Preferred Placement, Min 150 sf.)	_____	XXXXX	XXXXX	\$2,200.00	\$3,000.00	\$ _____
8' deep X 10' wide BOOTH (includes 1 table & 2 chairs, pipe and drape)	_____	\$300.00	\$750.00	\$950.00	\$1,300.00	\$ _____
Corner Booth Request				\$250.00		\$ _____
Inside Building Request				\$100.00		\$ _____
ELECTRICITY @ \$85 PER STANDARD HOOK-UP (exhibitors must provide a surge protector for each computer unit)	_____			\$85.00		\$ _____
TABLE CLOTH @ \$60 PER TABLE	_____			\$60.00		\$ _____
TABLE SKIRTING @ \$70 PER TABLE	_____			\$70.00		\$ _____
RAISED SIDES (8' vs 3' drape)	_____			\$45.00		\$ _____
					<b>SUB-TOTAL</b>	<b>\$ _____</b>
					<b>TOTAL DUE</b>	<b>\$ _____</b>

**PAYMENT**

**Minimum of 50% Due with Application; Balance Due No Later than January 15, 2019.**

**Missed deadlines may result in forfeiture of Exhibitor space.**

Payment Method (choose one):

**PAY BY CHECK (preferred)** TOTAL AMOUNT ENCLOSED CHECK \$ \_\_\_\_\_

**PAY BY CREDIT CARD** TOTAL AMOUNT ON CARD \$ \_\_\_\_\_

NAME ON CREDIT CARD \_\_\_\_\_ Card Type: Visa Master Card AMEX

BILLING ADDRESS (if different from above) \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

CREDIT CARD # \_\_\_\_\_ EXPIRATION DATE \_\_\_\_\_ SECURITY CODE \_\_\_\_\_

SIGNATURE \_\_\_\_\_

Send this Exhibitor Application Form, with payment and photo of booth, to:

Don Sproul - Maine Flower Show Producer, PO Box 4666, Augusta, ME 04330

E-Mail: MngmtPlus@aol.com / Tel: 207-623-6430 Fax: 207-623-6431 /

www.maineflowershow.com



1230 Congress St. Portland, ME

2017-774-5611

[www.clarionportlandme.com](http://www.clarionportlandme.com)

## Maine Flower Show Hotel Reservation Form

You may use the direct link found at bottom to reserve your room online; or you may fill out this form and submit directly to hotel.



Guest Name: \_\_\_\_\_

Date of check in: \_\_\_\_\_

Date of check out: \_\_\_\_\_

Credit card number: \_\_\_\_\_ Exp: \_\_\_\_\_ Sec: \_\_\_\_\_

Credit card will be used to confirm reservation only.

Guest must have a valid credit card at check in for payment.

Phone number: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Maine Flower Show discounted room rate is \$79.00 plus tax, per room, per night. Good only for vendors of the show!

The rate is valid from March 26 through March 31, 2019.

Reservations must be made by March 2, 2019 to receive the discount.

Fax your reservation to: 207-871-0510

Email your reservation to: [sales@pwmclarion.com](mailto:sales@pwmclarion.com)

A confirmation will be emailed to you. Should no email be provided then the confirmation will be faxed to you.

**Direct Link to make online room reservations:** [MFS 2019 Vendor reservation link](#)

# *The Maine* FLOWER SHOW

## Background Information

\*\* MELNA has 346 members from the nursery and landscape industry; it is estimated that at least 250 are either involved or attend the Maine Flower Show.

\*\* 2019 is the 3<sup>rd</sup> Annual Maine Flower Show. The inaugural show in 2017 drew 16,142 paid attendees. Another 500 attended each of the 4 days to work at the displays, exhibits, or volunteer to work at the show. In 2018, over 20,000 consumers attended the show.

\*\* The public response to the first show was overwhelmingly positive with many people repeating two common themes:

*“My husband and I really enjoyed the show! The displays were amazing and using the app and finding numbers, we were able to win a beautiful, flowering shrub. Looking forward to next year’s flower show already!” -Barbara Dupee Kazimer*

*“You folks did a fantastic job with this show! I have been attending the Portland show for 20+ years and this was the best one in a long while! Way better than the recent Boston shows as well!” -Debbie Dunham*

\*\* The show is owned and produced by the Maine Landscape & Nursery Association, Maine’s horticulture professionals, helping to ensure a great show for gardening hobbyists. The horticulture professionals try to incorporate ideas that promote such concepts as sustainability and pollinator health.