

# The Maine FLOWER SHOW

March 25-29, 2020

Thompson's Point Portland, ME

## Exhibitor Invitation 2020

### Maine Flower Show

*The Maine Landscape and Nursery Association will be producing its' 4th Annual Maine Flower Show, March 25-29, 2020.*

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. The first 3 years of the show have averaged over 18,000 in paid attendance, plus an estimated additional 500 volunteers. 120-125 booths are 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, and for the foreseeable future, the layout will remain the same as in 2019. The tents in 2020 will again 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. It also means we have fewer available spaces than we had our first two years.

Based upon the simple math of fewer rental spaces and higher cost in renting tents, we increased the cost of exhibitor/vendor booths in 2019. We have done our best to keep increases minimal and reasonable. We are pleased to state we are keeping booth rental fees at the same level as last year. 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.

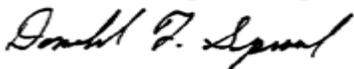
Enclosed is an application form for exhibitors/vendors. We only have 120-125 spots available inside the facility, with some outside spots available for exhibiting equipment. After receiving applications, we will try to balance the types of exhibitors. All applications will be date-stamped upon receipt, 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 4th 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 25-29, 2020

# EXHIBITOR Application Form!

Deadline: November 30, 2019

Submission date will be a large criterion 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: \_\_\_\_\_

EMAIL: \_\_\_\_\_

DESCRIBE YOUR PRODUCTS / SERVICES:

1. Relates to horticulture, gardening, outdoor living:

2. Provides service to show attendees (i.e. food):

OUR COMPANY IS A: (check all that apply)  Member of MELNA  First Time Exhibitor  Non-Member

BOOTH TYPE	QTY	NON-PROFIT INFO	NON-PROFIT SALES	MELNA MEMBER	NON-MEMBER	TOTAL COST
PREMIUM Booth (preferred placement, Min 150 sf.)	_____	n/a	n/a	\$2200	\$3000	\$ _____
8' x 10' Booth (includes 1 table & 2 chairs, pipe and drape)	_____	n/a	\$800	\$950	\$1300	\$ _____
8' x 8' Booth	_____	\$300	n/a	n/a	n/a	\$ _____
10' x 10' Booth (placed in connector tent)	_____	n/a	n/a	\$1100	\$1500	\$ _____
Corner Booth Request	_____	\$250				\$ _____
Inside Building Request	_____	\$200				\$ _____

- I am sending a photo of our booth and certify it is a reasonable likeness to how our booth will appear during the show.
- I agree to abide by all written policies of the Maine Flower Show regarding set-up, parking, behavior of booth personnel, take-down, etc.
- I further promise that products and services displayed and promoted at my booth are as portrayed in this application.
- I understand that violations of this agreement may result in being removed from the Maine Flower Show and will result in forfeiture of any and all fees paid relative to exhibiting at the Maine Flower Show.

DATE

SIGNATURE

**BOOTH SERVICES ORDER FORM**

Company Name: \_\_\_\_\_

TABLES @ \$15 FOR EACH ADDITIONAL TABLE (1 table included in booth price)

\_\_\_\_\_ 8' x 30" Standard for all booths except NON-PROFIT INFO  
\_\_\_\_\_ 6' x 30"  
\_\_\_\_\_ 6' x 16" Standard for NON-PROFIT INFO \$ \_\_\_\_\_

ELECTRICITY @ \$85 PER STANDARD HOOK-UP \$ \_\_\_\_\_  
(exhibitors must provide a surge protector for each computer)

TABLECLOTH @ \$60 PER TABLE \$ \_\_\_\_\_

TABLE SKIRTING @ \$70 PER TABLE \$ \_\_\_\_\_

RAISED SIDES (from 3' to 8") @ \$45 PER BOOTH \$ \_\_\_\_\_

ON SITE STORAGE CONTAINER (price is unknown, so just indicate interest for now) \_\_\_\_\_

TOTAL DUE: \$ \_\_\_\_\_

**Minimum of 50% due with application; balance due no later than January 15, 2020.  
Missed deadlines may result in forfeiture of exhibitor space.**

**PAYMENT METHOD (choose one)**

CHECK (preferred) AMOUNT ENCLOSED: \$ \_\_\_\_\_

CREDIT CARD AMOUNT ON CARD: \$ \_\_\_\_\_

CREDIT CARD TYPE:  VISA  MASTERCARD  AMEX

NAME ON CREDIT CARD: \_\_\_\_\_

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

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

CREDIT CARD #: \_\_\_\_\_ EXP 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  
email: MngmtPlus@aol.com | phone: 207-623-6430 | fax: 207-623-6431  
www.maineflowershow.com



## 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.

\*\* 2020 is the 4<sup>th</sup> Annual Maine Flower Show. The first 3 years of the show has averaged over 18,000 in paid attendance, plus an estimated additional 500 volunteers.

\*\* The response from exhibitors is overwhelmingly positive:

*“Out of 6 flower shows we do annually each spring, the Maine Flower Show is the one we look forward to the most. Beautiful atmosphere, amazing folks to work with, and great sales. The Jungle will be a staple at the Maine Flower Show as long as it runs!” –Jordan Ford, Jordan’s Jungle, Pawtucket, RI*

*“Great opportunity to promote our services to a large audience in a short period of time.” – Jon Hanisko, Lucas Tree Experts, Portland, ME*

\*\* The public response to the MFS has also been 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.