



# GARDEN EXPO 2010

*“Gardening in the Wild Wild West!”*

May 8, 2010

The Inland Empire Gardeners  
PO Box 13184  
Spokane Valley, WA 99213

Dear Garden Exhibitor:

As Director of Garden Expo, I would like to invite you to participate in our 11<sup>th</sup> annual event, to be held Saturday, May 8, 2010 from 9am-5pm at the Spokane Community College Lair building and grounds located at 1810 N Greene St in Spokane, Washington.

The Garden Expo consists of a wide variety of exhibitor booths with home and garden items and services as well as horticultural organizations. Judging from last year's show, exhibitors reported strong sales and high traffic flow with an increased estimated attendance of over 20,000 buying customers. The Garden Expo continues to be one of the region's largest and best received shows.

Once again we are delighted to welcome all our returning exhibitors and to encourage first-time exhibitors to take advantage of this valuable marketing prospect. The Garden Expo is the ideal venue for garden-based businesses to reach a diverse customer base from a far-reaching trading area. It is your business or organization's opportunity to introduce yourself to new customers at the start of the busy growing season with very little upfront costs.

We are also excited about the do-it-yourself and informational seminars and demonstrations we have planned for the event. The line-up will include a wide variety of gardening topics. They will be an exciting feature of the show and we are certain they will be a great value-added product to our show which is free to the public to attend.

The Garden Expo is your golden ticket to **MARKET, PROMOTE, and SELL** your products. To become part of this popular, annual community event, complete the enclosed exhibitor application along with your **SIGNED** liability form and return it as soon as possible with payment. Please keep a copy for your records. Be sure to book your booth space early because every year exhibitor spaces fill up quickly, so don't delay (*returning vendor deadlines 2/15/10 and new vendor deadline 3/31/10*).

For further information about the best show growing, please contact either me ViAnn Meyer, or the Show Manager Chris Sheppard at 509-535-8434 or [gardenexpo@comcast.net](mailto:gardenexpo@comcast.net). We look forward to hearing from you soon! Thank You.

Sincerely,

*ViAnn Meyer*

Garden Expo Executive Director



# Garden Expo Newsletter

Winter 2010

Vol. 11 Issue 1

## Back in the Saddle Again



The next Garden Expo is Saturday, May 8, 2010 from 9am-5pm at the Spokane Community College Lair, 1810 N. Greene St, Spokane, WA. Our theme this year is "Gardening in the Wild, Wild West--Giddy up, Gardener!"

It's hard to believe that this is the 11<sup>th</sup> year of a little grassroots show started by gardeners for gardeners that has taken off and grown like gang busters. The secret to the Garden Expo's continuing success in the word of mouth we get from business people telling one another about how great our event is and members of the public that return each year in greater numbers.

Our goal is to keep the Expo free to the public and a low cost to the exhibitor and to be one of the premiere annual events for the Inland Northwest. And thanks to the support of businesses like yours, this is starting to happen. A recent publication mentioned Bloomsday, Hoopfest, and Garden Expo all in the same sentence. Pretty lofty company and we're still the new kids on the block, but with the support of the local gardening community behind us, there's nothing we can't achieve together.

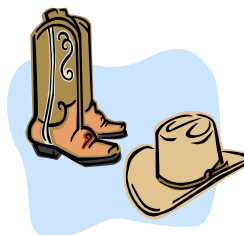
### EXHIBITOR SUCCESS TIPS

There are lots of ways to improve your team's performance at exhibitor shows. Don't despair. There are many ways to pump up performance without breaking the bank. Use these tips to make your next show your best ever:

1. Have an idea how to setup your booth space so that it is both inviting and easily accessible to the public
2. Send email reminders to loyal customers before the show, urging them to stop by your booth
3. Define your goals and objectives for the show and share these with your booth staff. They can't achieve your goals and objectives if they don't know what they are
4. Send enough people to ensure adequate show booth coverage throughout the day. Give each booth staffer a specific role, with job expectations clearly spelled out
5. Stress the value of friendly greetings, polite manners, and appropriate body language
6. Designate a 'go-to' person to act as a liaison with show management. The better your relationship with management is, the better your show experience will be
7. Carefully review the information that is sent by the show organizers. Read it: it is chock full of valuable information to help ensure a stress-free show
8. Copy appropriate pages from the organizer's information and pass them along to the relevant staffers: It doesn't help you to know when everything has to be broken down and off the show floor if you're not the person doing that work
9. Establish a follow up protocol for likely customers after the show
10. Say "Thank You" to attendees for stopping and checking out your display

*"Every gardener knows under the cloak of winter lies a miracle--a seed waiting to sprout, a bulb opening to light, a bud straining to unfurl. And the anticipation nurtures our dream."*

*- Barbara Winkler*



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