2018 Chicago Flower & Garden Show Communications Toolkit

Introduction

Dear Colleague:

We are delighted you are participating in the 2018 Chicago Flower & Garden Show, with the theme “FLOWERTALES: Every Garden Has a Story to Tell.” The show is running March 14-18, in a new five-day format that ensures optimal garden blooms and visuals and a jam-packed schedule of things for visitors to do, see and learn.

Our annual Evening in Bloom charity preview will be Tuesday, March 13, with food, fun and nature-inspired fashions. Proceeds benefit show partner Bernie’s Book Bank and the new Get Growing Foundation, a non-profit organization created to grow a love of learning about plants and flowers, especially among children and teens.

The legacy of the Chicago Flower & Garden Show is cultivated over generations, and through decades of commitment to educating, motivating and inspiring gardeners of all ages and levels of skill. This year’s show has this same mission – and that mission belongs to each one of us, as industry representatives who wish to share the passion we have for plants while instilling the values of nature and educating about its benefits to human life.

We present this communications toolkit for your use, to help make your jobs a bit easier as you prepare to participate in the show. The success of this show – as in every year past – is not on one person or one entity, but on all of us, working together by sharing the experiences we will each bring to the show’s visitors.

Please take a moment to look through the contents of this toolkit. Should you have any questions about its materials or their use, please reach out to any of us at Flower Show Productions.

Here’s to a successful spring and a great show!
News Release Template

The following template news release is offered as a guide for your use in outreach to your company’s targeted media. We suggest distributing this release to reporters, editors and broadcast outlets that cover gardening, lifestyles and businesses within your community, including those that may regularly publish articles and interviews with your company.

[Your Company Logo]

Media Contact:  
Name  
Company Name  
Phone Number  
Email Address

For Immediate Release

[Company Name] to Wow Visitors with [Highlight]
Chicago Flower & Garden Show ~ Navy Pier, March 14-18, 2018

CHICAGO (Month, Day, 2018) – [Company Name, Town, State abbreviation,] will [show/educate, etc.] visitors how to [highlight of participation] when it joins the Chicago Flower & Garden Show, March 14-18 at Navy Pier.

The Chicago Flower & Garden Show is an annual harbinger of spring in the Midwest after a long winter. The 2018 show theme, “FLOWERALES: Every Garden Has a Story to Tell”, interprets the unique role flowers, plants and gardens play in the stories of our lives.

A new chapter of this legacy event begins with re-designing the show’s traditional nine-day run to five days. The show runs Wednesday, March 14 through Sunday, March 18, with extended daily hours from 10 a.m. to 8 p.m.

The Chicago Flower & Garden Show is one of the country’s top three consumer garden shows and one of its oldest, with roots that date back to 1847 as the Chicago Fruit and Flower Show. It was also one of the first consumer shows ever held at Navy Pier.

During the show, [Company Name] will [insert two to three sentences about what your company will be doing at the show and what visitors will see.]
“You may wish to include a relevant quote from someone at your company. This may expound on the above paragraph, to further illustrate the experience your company is offering and what visitors will learn from your participation,” says Name, lowercase business title.

“FLOWERTALES: Every Garden Has a Story to Tell” will present volumes of practical and pretty ideas, highlighting the season’s styles, colors and textures through more than 20 display gardens and more than two dozen points of gardening interest. There’s something for everyone and every lifestyle, from balconies, patios and small-space designs to creative vegetable and herb gardens, inspiring water features and glamorous perennial beds.

The Chicago Flower & Garden Show is open to the public from March 14-18, 2018. Evening in Bloom, a show preview benefitting show partner Bernie’s Book Bank and the new Get Growing Foundation, is from 6-9:30 p.m. on Tuesday, March 13. Show hours are from 10 a.m. to 8 p.m. Wednesday through Saturday, and from 10 a.m. to 6 p.m. on Sunday. Save some green by purchasing group, and individual day and evening tickets online at www.chicagoflower.com.

For more information about [Company Name] and its participation, visit [insert website and/or social media URLs.] For the very latest updates and unique extras, like the Chicago Flower & Garden Show on Facebook and tweet with us on Twitter @chicagoflower.

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[Insert your company’s boilerplate.]

**Flower Show Productions, Inc.** is the production company for the annual Chicago Flower & Garden Show and for grand-scale public events that celebrate sustainable living and eco-friendly lifestyles. The company provides year-round messaging, education and information about the benefits of earth-friendly choices to yards, neighborhoods, communities and the planet. The 2018 Chicago Flower & Garden Show runs March 14-18, 2018. The “Evening in Bloom” show preview benefitting area charity organizations is Tuesday, March 13, 2018. For year-round inspiration and great ideas, please visit www.chicagoflower.com, and find the show on Facebook at www.facebook.com/chicagoflower and Twitter @ChicagoFlower.

😊 Kindly consider the environment before printing.
E-Newsletter Content

Customizable content follows for use in your e-newsletter communications with clients, partners and colleagues. Choose from one of the provided photos in this toolkit to accompany the article. You may also wish to use this template as starter-copy for your company blog, or in internal communications with employees.

We’re welcoming spring! Plan to join us at the Chicago Flower & Garden Show, March 14-18 at Navy Pier when we will [show/educate, etc.] visitors how to [highlight of participation]. With an exciting new five-day format and a jam-packed schedule of things to do, see and learn, “FLOWERTALES: Every Garden Has a Story to Tell” interprets the unique role flowers, plants and gardens play in the stories of our lives. During the show, our story will focus on [insert two to three sentences about what your company will be doing at the show and what visitors will see.] For more information about how we’re participating, visit [insert website and/or social media URLs.] For more information about the show and to purchase tickets, visit www.chicagoflower.com.

Social Media Content

Using social media to promote your appearance at the Chicago Flower & Garden Show? Tag us, and we’ll help you cross-promote. Consider using photos of your own, or choose from among ours provided in this toolkit.

Step One = Follow us here.
- Facebook: https://www.facebook.com/chicagoflower/
- Twitter: https://twitter.com/ChicagoFlower
- Instagram: https://www.instagram.com/chicagoflower/

Step Two = Use our tags and we’ll share your posts.
- @ChicagoFlower
- #chicagoflower
- www.chicagoflower.com

Step Three = Consider using these customizable posts leading into and during the show.
- Watch our garden grow! @ChicagoFlower&GardenShow – March 14-18 @NavyPier. #chicagoflower
- Discover tales of gardening glory! @ChicagoFlower&GardenShow, March 14-18 @NavyPier. Info + tickets at chicagoflower.com.
- See us at the @ChicagoFlower&GardenShow, March 14-18 @NavyPier. Info + tickets at chicagoflower.com.
- Get a sneak peek of our garden at the @ChicagoFlower&GardenShow Evening in Bloom preview, March 13 @NavyPier. Info + tickets at chicagoflower.com.
- Proud to be a sponsor! @ChicagoFlower&GardenShow, March 14-18 @NavyPier. Info + tickets at chicagoflower.com.
• Garden news you can use! I’m presenting on [insert topic] at the @ChicagoFlower&GardenShow, [insert time and date]. Hope to see you there! For details, visit chicagoflower.com.

Web Banner Content

See us at the 2018 Chicago Flower & Garden Show, March 14-18 at Navy Pier!  
(Click-through on graphic: http://www.chicagoflower.com/)