Inspire
Educate
Motivate
Though the roots of the Chicago Flower & Garden Show® date back as far as 1847 it is an ever-evolving legacy that must keep current in its approach and lead the way in trends impacting gardening, greening and the environment. The show is designed to inspire attendees with what they see, educate them about what or how they can do things in their own green space and then Motivate them to make a difference in that green space.

20/20 FOCUS ON FLOWERS will bring together newly crafted small-space design lifestyle living-space exhibits, interiorscapes, urban agricultural, rooftop gardening and special project gardens built to surround more than 100 educational classes and hands-on workshops. The seminars and workshops will be transported from hidden classrooms of previous years to stylized gardens (amphitheaters), situated amongst all the grand show gardens.

The Chicago Flower & Garden Show® presented by 811 Chicago & Peoples Gas is a great way to showcase your company to gardening enthusiasts and homeowners with the sights, scents and sounds of outdoor living spaces blooming with perennials, annuals, trees and water features. Connect with potential customers and build your business.
The Chicago Flower & Garden Show® is produced in collaboration with 501c3 nonprofit The Get Growing Foundation.

As a 501c3, nonprofit organization The Get Growing Foundation leads the way in creating gardens, workshops, seminars and now year-round programming that educates, inspires and motivates the next generation of gardeners.

The Chicago Flower & Garden Show® and the Get Growing Foundation partner to present:

- 20+ Featured Display Gardens
- An Educational Series featuring interactive presentations and workshops
- Daily Free Kids Activities
- Garden Gourmet Culinary Demonstrations
- Amateur Photography Competition
- Make-n-Take Container Workshops
- Hort Couture- VIP Preview Event the night before the show opens to the public
35,000+ Active Consumers
70% Female - 35 - 54 primary / 25 - 54 secondary
60% Suburban Audience
30% Chicago Audience
10% Out of State Audience
50% Household Income $50,000 - $149,999
19% Household Income $150,000+
42,000 Opt-in Newsletter Database
25,000+ Social Media Followers
$19+ million in paid & earned media values
400+ million paid & earned media impressions
• 81.7% of attendees own a residence
• 67.8% own a single-family house
• 89.4% have done a form of home improvement or landscape project within the last 12 months
• 36.5% watched the HGTV channel within past 7 days
• 56.2% have cooked/gourmet cooked within the last 12 months (as a leisure activity)
• 37.8% have watched the Food Network within past 7 days
• 74.4% of attendees own a pet
The Chicago Flower & Garden Show® presented by 811 Chicago & Peoples Gas is supported by a comprehensive marketing and public relations campaign with local and regional media outlets

- Radio commercials and promotions
- TV commercials and promotions
- Outdoor digital billboards
- Regional and local print advertising
- eNewsletter promotion to 42,000+ opt-in subscribers
- Social media promotion to the 25,000+ followers
- Digital promotion via Google Ads, Facebook ads and promotional partners
- Postcards distributed at Navy Pier, through retailers and promotional partners, garden centers, special events and group tour operators
- Discount Coupons distributed through retailers and promotional partners
- Official visitor Show Guide
- Year-round activations and targeted promotions
Support of The Get Growing Foundation provides for partnership with Chicago Flower & Garden Show®.

Host a creative experiential on-site activation...

Collaborative Sponsorship Opportunities:

- Name in Title: Presenting sponsors
- Naming rights for Feature Garden Presentation
- Presentation of Special and Educational Programming
- Sampling, Contesting
- Private Reception hosting
- Cross-Promotion Opportunities
- On-Site sales & Promotion mentions in targeted Digital Media with direct links
- Social Media and eNewsletter Promotion with direct links
- Print and Collateral Material Logo Inclusion
The Hort Couture Fashion Exhibit is presented by Wintrust Bank and spotlights the unique talents of Chicago’s leading floral designers, fashion designers and landscape artists as they create breath-taking garments made from plants, flowers and natural materials.

Prior year fashion shows limited viewing of the designs, but our 20/20 Focus on Flowers will allow all attendees of the 5-day show to experience the beauty of plants and fashion.

Spring Fling
a nightly series of special events

2020 brings a new vision to evenings at the Chicago Flower & Garden Show® and to our mission to cultivate the next generation of gardeners.

Spring Fling events will be hosted Wednesday - Friday, 4pm - 7pm and offer unique and entertaining events that include business networking, DJ music - in collaboration with the 2020 Year-of-Chicago Music campaign and a craft beer tasting with live band.
TAKING THE SHOW ON THE ROAD

July 2019 launched PLANT TRUCK Chicago, a mobile garden boutique dedicated to providing access to much needed plant material in underserved communities throughout Chicagoland.

PTC will also be used to generate programming and funding for the Foundation by selling plants, terrariums, succulents and other small garden-related items at community events and “food truck-style” stops.

The 1974 GMC Utility Van was retrofitted and customized by artist Jason Verbeek as a means to promote and sell his metal sculpture art as well as share positive messaging about the environment and sell plants. After hearing our plans to create a plant truck that would serve as a mobile garden center and provide access to under-served communities, Jason generously donated the truck to the Foundation.

PTC IMPACT

• A mobile plant boutique raising funds for the Foundation through the sale of plants at events and as a self-contained pop-up.

• A partnership with schools and special-needs programs to grow plant material as well as create terrariums and containers.

• A program to provide discounted plants to under-served communities in garden center-desert communities. (Many underserved communities throughout Chicago have no access to plant material.)

• A training and intern program for horticulture, retail sales, merchandising, inventory control, planning and media. Partnerships being developed with Chicago Public Schools and other community-based training and employment programs.
The Chicago Flower & Garden Show® is owned and managed by Flower Show Productions, Inc. in collaboration with the Get Growing Foundation - a 501c3 non-profit organization dedicated to cultivating the next generation of gardener.

Let’s get your company’s logo and story in front of our 70,000+ followers and your potential customers who are serious about gardening and the environment.

Contact me today at 312-810-5292 to start reaping the benefits and rewards of your participation in the 2020 Chicago Flower & Garden Show.

Tony Abruscato, president & founder
Flower Show Productions, Inc
Get Growing Foundation

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