



GROW
WEST COAST
HORTICULTURE TRADE SHOW

SURREY CITY HALL CIVIC PLAZA
SEPTEMBER 15 + 16, 2021

REACH YOUR TARGET AUDIENCE!

- Retail Buyers - IGC and corporate
- Professional Landscapers
- Municipal Parks Managers and Workers
- Arborists
- Horticulture Suppliers
- Landscape Architects
- Nursery & Greenhouse Growers



ALL SPONSORS RECEIVE:

- Logo recognition online and in print where sponsors are mentioned
- Logo on show signage where sponsors are mentioned
- Twitter, Facebook and Instagram mentions
- Sponsor acknowledgement on select email blasts
- Sponsor ribbon for badge holder

SPONSORSHIP OPPORTUNITIES

NEW PRODUCT SHOWCASE

Does your company have a new product, new service or both to show off to your customers? Stand out from the crowd and showcase your products in a feature location outside your booth for all show visitors to see!

The New Product Showcase will be located in a central and prominent feature space within the show floor and signage will direct attendees back to your booth for more info!

Sponsorships starting at \$250

SEMINAR & REFRESHMENT SPONSORSHIPS

Grow West Coast delivers an outstanding education program with over 20 sessions featuring top speakers from throughout Western Canada. In 2019, CanWest seminars had record attendance with over 1,400 seats sold!

Your logo will be prominently displayed on seminar signage, at refreshment stations, in print and online where seminars are mentioned!

Sponsorship starting at \$500

PARKING & TRANSIT SPONSOR

Your customers need to get to the show in order to buy from you, so why not make it easy for them?

Align your sponsorship dollars with complimentary parking and transit, and be hailed as the hero of the show. Included are 10 VIP parking spaces (underground at City Hall) and street/lot parking around City Hall.

Complimentary round-trip transit passes for anyone riding SkyTrain included!

Sponsorship starting at \$2,500

Create awareness and excitement about your presence and set yourself apart from your competition at Grow West Coast Horticulture Trade Show! Make our annual event an integral element in your company's annual marketing plan!

Sponsors are exposed to thousands of prospects across North America online, and onsite at the show. Generate greater awareness of your company and stand out as an industry leader amongst your peers!



OTHER SPONSORSHIP OPPORTUNITIES:

- Aisle decals/aisle markers
- Plant identification contest
- BCLNA Member Job Board
- Hydration Stations
- Sanitization Stations
- Exhibitor Badge Holders /Lanyards
- Exhibitor Coffee/Refreshments
- Attendee cash prize draws
- ...and MANY MORE!

OPENING NIGHT TAILGATE PARTY

Sponsor the best party of the year! Shake off the end-of-summer blues with music, food and tons of laughs as the party sponsor. Your logo will be visible on the showguide, online and in print as a premiere sponsor of the event and you can kick off the party with a two minute speech!

Exclusive Sponsorship \$5,000

WIFI SPONSOR

Drive traffic to your booth by sponsoring event-wide WiFi access to all attendees! The landing page will go directly to your Company website, or have some fun and direct attendees to your booth for the password!

Exclusive Sponsorship \$1,500

NEW! SHOW GREENERY SPONSOR!

What would a horticulture show be without tons of plants and flowers? Make your company stand out as a show décor sponsor, with either show floor décor, seminar space décor or exterior fence wrap and perimeter décor!

Three opportunities available for three amazing companies! Create a unique photo op space! Pretty up the lounge with some colourful perennials! Surround the show with some delightfully towering deciduous! The creativity is in your hands and the promotion of your company is in ours! Your company logo and special thanks signage will be placed in each planter and location of special greenery.

Sponsorships starting at \$500 plus products!



Contact today to book your sponsorship!

Tyson Kidd
Show Manager
604-575-3504
grow@bclna.com

SHOW HOURS

Wednesday Sept 15th

11:00 AM - 7:00 PM

Opening Night Tailgate Party

5:00 PM - 7:00 PM

Thursday Sept 16th

11:00 AM - 6:00 PM

