

16th edition

THE GARDEN SHOW & SPRING FESTIVAL

5 - 8 June, 2019

4 - 11 pm, Beirut Hippodrome

SUPPORTED BY



Beirut
Municipality



Ministry of
Agriculture



HIPPODROME DE
PARC DE BEYROUTH



Welcome to

THE GARDEN SHOW & SPRING FESTIVAL 2019!

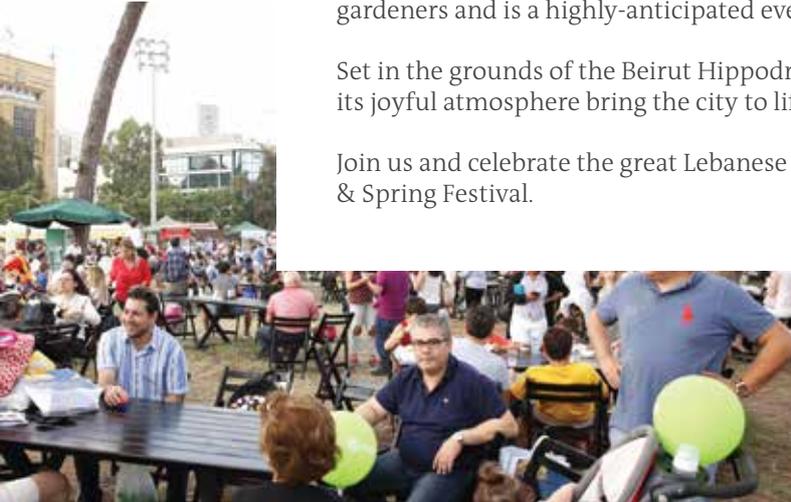
Celebrating its 16th edition, The Garden Show & Spring Festival returns in 2019 bursting with flowers and plants, colors and design.

This year's event will take place under the theme: "Lights in the Garden." Indeed, outdoor entertaining areas can easily be transformed into more functional spaces with the appropriate lighting, allowing those beautiful summer evening BBQs and celebrations with family and friends to be enjoyed to the full.

Thanks to the support and enthusiasm of partners, sponsors, exhibitors and more than 20,000 annual visitors, The Garden Show & Spring Festival has become an essential destination for all outdoor enthusiasts, nature lovers and gardeners and is a highly-anticipated event in Beirut.

Set in the grounds of the Beirut Hippodrome, the festival's unique location and its joyful atmosphere bring the city to life, with four magical days.

Join us and celebrate the great Lebanese outdoor way of life at The Garden Show & Spring Festival.



Join us outdoors for four magical days to welcome summer!

PROFILE OF EXHIBITORS

More than 220 exhibitors participate in The Garden Show & Spring Festival. Ranging from outdoor furniture suppliers to specialists in plants and flowers. Take a look at the various sections of the show where you can exhibit your products.

Art of Gardening

Since 2004, this show has been about celebrating gardens, nature and laid-back outdoor living. As we enjoy beautiful weather more than six months of the year, gardens, terraces and balconies become part of our living space.

Art of living in the garden

At The Garden Show & Spring Festival, we offer visitors everything they need to prepare, decorate and uplift their outdoor spaces, from original ideas for the garden to equipment, outdoor furniture and decoration.

Flower Competition

Florists will compete to create the best flower arrangements under a specific theme allowing visitors to discover the finest creations.

The Ecosection

Environmental issues should be a concern to all of us. The Garden Show's environmental model house will showcase a range of solutions to make a home more environmentally friendly.

Kids' Village

Over the years, The Garden Show & Spring Festival has become a great destination for children. Spending the afternoon outdoors and being entertained in the kids' village is a fun experience, offering families a safe and happy environment for their children.

A playground, gardening workshops and inflatable games are just a few of the activities available for little ones.

Farmers' market

In collaboration with Souk el Tayeb, traditional and regional Lebanese producers offer their fresh and homegrown produce at the lively farmers' market.

Masterclasses

Garden enthusiasts will be given handy tips by industry experts through a series of daily workshops and masterclasses.

Foodies and drink lovers will have the opportunity to meet chefs and experts to learn about the latest trends in cocktails and get fun new recipes for their outdoor celebrations.



Held concurrently with The Garden Show & Spring Festival, Travel Lebanon is the first and only event that supports tourism in Lebanon. Local tour operators, NGOs and municipalities gather to promote packages across the country to plan your summer, while local artisans and producers showcase their handmade goods.



Taste Lebanon gives visitors the opportunity to have a tasty bite and a drink from a selection of well-known restaurants and cafés while enjoying live music and entertainment under the iconic pine trees of the Hippodrome.

COMMUNICATION CHANNELS

- A nationwide billboard campaign
- A radio campaign on leading Lebanese radio stations
- Advertisements and articles in general interest magazines
- Advertising campaign and coverage in major leading newspapers
- Presentation and coverage of the event on all major talk shows on Lebanese and regional TV and radio stations
- 75,000 invitations distributed through direct mailing via social magazines and door-to-door
- 20,000 flyers
- 3,000 posters
- An SMS campaign to 92,000 recipients
- Social media (dedicated Facebook and Instagram pages)
- Targeted newsletters sent to more than 54,000 e-mail addresses
- Banners on leading platforms

Create or sponsor a garden



Promote your products, services and green initiatives by creating a unique garden at the show.

20,000+ VISITORS

The Garden Show & Spring Festival attracts over 20,000 landscapers, amateur gardeners, architects, designers, horticulturists, municipalities, press, enthusiasts and outdoor lovers.



The Garden Show & Spring Festival's 2019 image has been created by Yasmina Salame.

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SPONSORSHIP OPPORTUNITIES

The Garden Show & Spring Festival partnership and sponsorship program offers strategic opportunities to increase brand awareness and market products and services.

The Garden Show & Spring Festival	USD
Partner	24,000
Gold sponsor	13,500
Silver sponsor	10,000

Flower Competition	USD
Partner	3,000
Sponsor	1,500

Kids Village	USD
Partner	4,800
Sponsor	3,200

Masterclasses	USD
Partner	5,000
Sponsor	3,000

Taste Lebanon	USD
Partner	6,000
Sponsor	3,700
Participant (9 sqm)	1,900

Effective Advertising	USD
Garden sponsorship	5,000
Visitors' bags (20,000 bags)	4,700
Exhibitors' lanyards (excluding production)	3,700
VIP lounge	3,700
Ushers and hostesses dress branding	3,700
Musical stage branding	3,700
Brochure distribution at the main entrance	3,500
Banner at entrance (excluding production)	2,900
Banner in parking area	2,300
Banner on website homepage	2,300
Product display station	2,300
Shuttle carts branding (per cart)	1,600
Side banner on website	1,200
Logo on main entrance floor plan	800
Ad in pocket guide	500

BOOK YOUR STAND

Stand rate (Space-only)	USD
9 sqm	1,800
16 sqm	3,200
25 sqm	5,000
50 sqm	10,000
100 sqm	20,000

Tent rental (Optional)	USD
9 sqm	250
16 sqm	350
25 sqm	450

Special rate	USD
9 sqm (Designers and associations)	1,100

Travel Lebanon	USD
Sharing space participation fee	550
9 sqm	1,100

- All exhibitors taking a space-only stand (without a tent and open from four sides) must provide the organizer with a drawing showing details of their proposed design for approval before April 30, 2019.
- Each additional square meter taken on-site will be charged at USD 200 per sqm.
- All prices are subject to 11% VAT.

