



Capital Region
**FLOWER &
GARDEN EXPO**

March 27-29, 2026
Hudson Valley Community College

Expectations

for The Capital Region Flower & Garden Expo

Large-Scale Gardens & Floral Themed Exhibits

Exhibitors should strive to create gardens that appear as natural as possible. The goal should be to create a setting that spotlights creativity and your niche.

EXHIBITOR COSTS

Exhibitors selected to build large-scale gardens and floral-themed exhibits will have their booth fees waived; the investment is in materials and labor. Exhibitors can earn a subsidy up to \$4 a sqft and a potential discretionary bonus. The subsidy is determined once a proposed floor plan is agreed upon. Factors that drive the subsidy budget include:

- Plant Material: quantity, forcing, maturity, variety, texture, and color.
- Creativity and Difficulty: aesthetic appeal, a memorable exhibit, and a WOW factor. Visitors should feel immersed in a natural setting, not looking at a trade show-style booth.
- Construction elements: structures, timbers, natural stone, and brickwork must be done with quality workmanship.
- Theme: uniquely and creatively incorporate the show theme and new trends.

DESIGN

I can't stress enough the importance of incorporating height and topography into the display. A mix of timbers, natural stone and tall trees make a big difference.

MATERIALS

The Capital Region Flower & Garden Expo will do a group order for spring flower/bulbs. Each exhibitor will be given a budget of up to \$2/sqft. Order forms will be sent out in January. We have been very fortunate to receive donated materials from WM Biers and Troy Sand & Gravel to help with mulch, topsoil, and cobbles. Additional plants and trees are the responsibility of the exhibitor.

CONTACT

Pennie Gonzalez, Event Manager
pennie@flowerandgardenexpo.com
(518) 631-5110

*Hardscape patios & outdoor kitchen kits only qualify for subsidy if there are unique construction elements and a solid horticultural component above and beyond bulbs.

Make an Impact

at The Capital Region Flower & Garden Expo

Large-Scale Gardens & Floral Themed Exhibits

EXPOSURE

Everyone attending the show has some level of interest in your services. In addition to a premium location on the arena floor, our robust marketing campaign benefits the large-scale gardens and floral-themed exhibitors, delivering targeted impressions for your brand.

Your business will receive:

- Company name, location, and link on flowerandgardenexpo.com
- A custom social media post describing the features of your display
- Inclusion in a shared social media post announcing the large-scale exhibitors
- Inclusion in a minimum of two campaigns (database 11k)
- Inclusion in our show program, PA announcements, press releases, and publicity efforts
- Inclusion on the lobby screen

AUDIENCE

ATTENDANCE

Range: 14k-17k

Attendance breakout by day:

Fri 26%; Sat 42%; Sun 31%

DEMOGRAPHICS

Primary: Women 35-64

Secondary: Adults 35-64

MVP Health Care Senior Day (Friday):

Adults 63+

FLOWERANDGARDENEXPO.COM

CONTACT

Pennie Gonzalez, Event Manager
pennie@flowerandgardenexpo.com
(518) 631-5110

Set-up

at The Capital Region Flower Show

- Arena set-up begins Tuesday, March 24, 2026. Set-up times are assigned based on location (back to front, then center). After initial move-in, you can arrive as early as you'd like and stay as late as you want. HVCC does not restrict times.
- HVCC often allows staging behind the McDonough Field House in the G: Lot beginning on Friday afternoon. More information and specific instructions will follow. Please keep materials to the back of the lot. Pallets and equipment must be consolidated by Wednesday, March 25th, at 6 p.m. to accommodate additional set-up/move-in needs.
- During initial set-up, exhibitors may drive vehicles onto the exhibit floor. Unless approved otherwise, all vehicles are prohibited beginning at 3 p.m. Monday.
- Exhibitors may bring their equipment. A skid steer with a set of forks will be available for exhibitors to share.
- There is a water connection in the Olympia Room—bring your own hoses. If you have a water feature in your display, you will need to plug it into a GFCI outlet. Also, bring extension cords.
- Trip hazards must have smooth transitions.
- The exhibit must be completed by 5 p.m. on Thursday, March 26, 2026. Exhibitors are required to sweep walkways around display.
- The show photographer is scheduled to arrive at 7 a.m. on Friday. Please be sure your exhibit is photo-ready.
- Attractive plant markers are encouraged.
- Company signs should be approved in advance. Vinyl banners, yard signs, and promotional flags are not allowed.
- No one under 16 should be on the floor during move-in and move-out, and visitors of any kind shouldn't be on the floor during set-up. Any volunteers will be required to sign a hold harmless.
- No artificial plant material, including, but not limited to, artificial turf, plastic plants, or silk flowers, may be used in gardens.
- Arena Access
 - Outside Overhead Door: 11'7" (w) x 10'-3" (h)
 - Arena Inside Overhead Door: 11'11" (w) x 10'-1" (h)
 - Arena Double Door-Rink Entrance: 9'10' (w)

CONTACT

Pennie Gonzalez, Event Manager
pennie@flowerandgardenexpo.com
(518) 631-5110

Event Marketing

at The Capital Region Flower Show

Community Event

Since 1988 the Capital Region Flower & Garden Expo has proudly helped Wildwood Programs create community awareness and raise essential funds to nurture and sustain the critical programs Wildwood provides Capital Region children, adults and families.

Wildwood provides supports and services to people of all ages with conditions described as developmental disabilities, complex learning disabilities and autism spectrum disorders.

A portion of each ticket sold benefits Wildwood Programs.



Wildwood

Respect. Integrity. Creativity. Holism.

FLOWERANDGARDENEXPO.COM

Event Marketing

at The Capital Region Flower Show

THANK YOU!

CONTACT

Pennie Gonzalez
Event Manager

pennie@flowerandgardenexpo.com

SpringThyme Marketing
5 Southside Drive, Unit 11-339
Clifton Park, NY 12065
(o) 518-631-5110
(f) 518-631-5928

FLOWERANDGARDENEXPO.COM

Capital Region
**FLOWER &
GARDEN EXPO**

March 27-29, 2026
Hudson Valley Community College