

RHS Chelsea Flower Show

The world's most famous flower show

Great business opportunities...



...through bespoke gardens

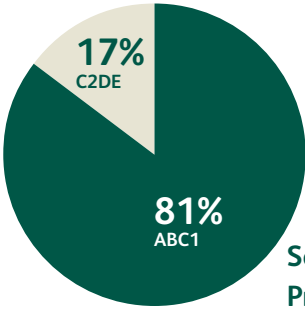
Since 1913 this prestigious flower show
has set the standards and trends in gardening

Why Chelsea?

Always a sell-out with **157,000** visitors attending the 5 day show. Around **2.2 million** viewers watch each television programme, with an additional **1.5 million** viewers using the BBC red button service. An average of **215,000** web dwellers visit the Chelsea homepage during show week; and the show attracts both national and international media and visitor interest.



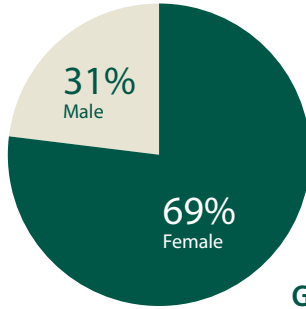
The high profile quality audience are your potential clients



Socio-Economic Profile



Region of Residence



Gender

The best way to benefit from the RHS Chelsea Flower Show is to invest in staging a high-profile garden. For most visitors these fabulous

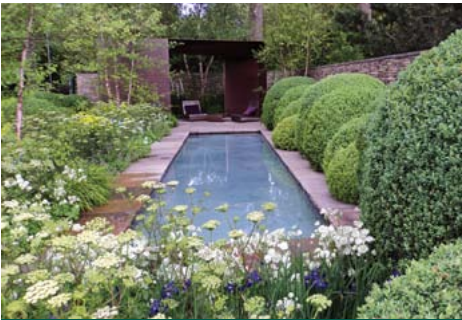


examples of design, planting and construction are the highlight of the Show – certainly, they attract a big share of the media focus and are favourites with visitors and viewers alike.

The RHS Chelsea Flower Show is the start of the Social Season and is known to attract politicians, captains of industry and celebrities from the arts and show business – along with many of the keenest garden enthusiasts.



Each year, the show features around 40 gardens, large and small, in the following categories and sizes:



Show Gardens

10m x 10m to 10m x 22m



Artisan Gardens

5m x 4m



Urban Gardens

7m x 5m

Design & construction budget from £70k to six figure sums

Design & construction budget from £15k to £50k

Invest in a stunning Chelsea Garden and unleash your potential



Invest in a garden at Chelsea and optimise the range of benefits to match your goals

Hospitality – Promotion – Marketing – Media – Press – Brand Enhancement

Hospitality

A range of high calibre opportunities

Tickets and badges provide access to the show. Possibilities to entertain guests at memorable, colourful and stylish events, some of which are available only to exhibitors, such as The Exhibitor Guest Evening and Business Breakfasts. There is also the opportunity to buy tickets for the Charity Gala Preview and to entertain your guests within the Hospitality Village.



Promotion

Gardens take centre stage and promote your company in a variety of ways

- **Space in the show catalogue**
Each garden is allocated space in the Catalogue and the sponsors logo will appear alongside the description.
- **Show Gardens**
A full page comprising a half page editorial and a half page artist's impression of the garden (supplied by the exhibitor).
- **Artisan and Urban Gardens**
A half page editorial.
- **Advertising**
All garden exhibitors can advertise in the Show Catalogue at preferential rates.
- **Inclusion on the RHS website**
See: www.rhs.org.uk/Shows-Events/RHS-Chelsea-Flower-Show/2011

Marketing

Bespoke opportunities

In addition to your own marketing initiatives, there are potential opportunities for joint promotional activities between you and the RHS.

Media

Unrivalled attention

- **Television coverage**
As our official broadcaster in 2010, the BBC generated in excess of 11 hours of national programming reaching millions of viewers, along with regional television and international coverage.
- **Radio**
BBC Radio 4 and 5 and local radio broadcast over 50 hours of coverage.
- **RHS website**
Extensive coverage of the show which attracted around 321,000 visits, see: www.rhs.org.uk/Shows-Events/RHS-Chelsea-Flower-Show/2010
- **The RHS's official DVD**
Distributed worldwide.



Press

Exceptional levels of engagement

We consider gardens to be the jewels in the crown of the RHS Chelsea Flower Show. Our Press and PR Department will promote your participation at the show to our mutual benefit, whilst you can take full advantage of all the PR opportunities to hand including:

- **General PR**

Prior to, during and after the show.

- **Direct contact**

With around 1,300 journalists, programme makers and photographers attending the show.

- **Photo calls**

Opportunities including music, celebrities and other media.

- **Photography**

Used in both PR and other marketing media, during and post show.

- **RHS press tent**

A fully equipped facility including a radio station with ISDN links. Your press and media packs can also be distributed from this facility.



Brand enhancement opportunities on site

Gardens take centre stage and promote your company in a variety of ways

- **Enhance brand recognition**

By using subtle links to your corporate identity within the design and construction of the garden.

- **Promote your sponsorship on your garden signboard**

Including your company logo together with details of the designer and contractor.

- **Garden leaflets**

To communicate your marketing objectives, contact details, logos, data capture and competitions. Around 15,000 are distributed from an Urban / Artisan Garden with around 40,000 from a Show Garden.

- **Interact directly with both existing and potential clients**

Through your representatives manning your garden.

- **Trade Stand Space**

Opportunities may exist to hire trade stand space for other direct sales activities, subject to approval from the Show Manager.

- **Promote your company from the garden**

By carrying out associated promotional activities and offers, including product launches and brand awareness campaigns.



Organisations that have recently benefited from involvement with gardens and special features include:

- | | | | |
|------------------------------------|---------------------------------------|----------------------|-----------------------|
| • Berkshire College of Agriculture | • Daylesford Organic | • Help for Heroes | • Pemberton Greenish |
| • Bradstone | • Demelza | • Laurent-Perrier | • Perennial |
| • Brewin Dolphin | • Dorset Cereals | • Leeds City Council | • Quilted Velvet |
| • BUPA | • Eden Project | • LK Bennett | • QVC |
| • Cadogan Estates Ltd | • Fenchurch Advisory Partners | • Lloyds TSB | • Savills plc |
| • Cancer Research UK | • Flemings Nurseries | • L'Occitane | • SG Hambros |
| • Chetwoods | • Foreign & Colonial Investment Trust | • Marshalls | • St Joseph's Hospice |
| • Children's Society | • Fortnum & Mason | • Merry Lynch | • Tourism Malaysia |
| • Daily Telegraph | • Hasmead plc | • M&G | • Trailfinders |

Whether a company, charity, local authority or an NGO, all have invested in gardens to their considerable benefit.

Capitalise on your investment: call a member of the team below:

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