



## **Our Shows**

### **- Your Opportunities at RHS Flower Shows**

*How the world's greatest gardening  
events can benefit your business*



## Who we are

The Royal Horticultural Society is the UK's leading gardening charity dedicated to demonstrating excellence in horticulture and promoting gardening. We exist to provide advice, knowledge, skills and services to all who possess an interest in gardening and horticulture.

## Gardening is big business!

Gardening has always been Britain's favourite pastime, the inspiration for everything from peak time TV programmes to multi-million pound retail concepts. Gardening is firmly established in the mainstream; more companies from outside the world of horticulture are discovering that RHS Flower Shows can work hard for them and deliver high returns investing on activities at these world renowned highly prestigious shows.

The Royal Horticultural Society creates an unrivalled series of flower shows throughout the summer, each offering an explosion of colours, textures and scents, along with an abundance of gardening ideas, products and services that attract a highly desirable visitor profile for your engagement.

## Opportunities/Benefits For Investors

- A wealth of opportunities to support your own goals & objectives
- Align your business with some of the most prestigious shows in the events calendar
- The Royal Horticultural Society's flower shows give access to affluent and influential clients / consumers
- RHS shows provide powerful and unrivalled opportunities for companies to capture new markets and capitalise on their investment.
- Our visitors could be your current, potential and future clients
- Reach millions via the media
- Media/PR benefits – Prime-time TV, radio, newspapers, magazines
- Direct interaction with tens of thousands on site
- Direct sales, promotions, competitions, brand alignment / awareness, profile building, data capture, sampling, new product launches
- Interact with a high profile, prosperous audience
- Take advantage of the marketing mix to best meet your business needs and objectives

**Space to exhibit for those investing in creating a garden is provided free of charge.**

## A wealth of additional activities exist to create the opportunities you are seeking:

- **Photo calls** – celebrity involvement
- **Complimentary tickets** for special clients
- **Hospitality** – entertain your guests
- **Gala Previews** – VIP evening events
- **Business Breakfasts/Luncheons**







## Investment Opportunities

**High-profile Gardens:** large and small are the “jewels in the crown” at RHS shows attracting the attention of visitors and the media alike.

### Powerful alternatives include:

- Bespoke floral displays
- Show features
- Existing feature marquees
- Key visitor facilities

(the range of opportunities will vary at each show)

These high profile opportunities will drive the benefits you are seeking from your investment.

## RHS Shows - A portfolio of events to identify the best opportunities for your business:

- Chelsea Flower Show
- Hampton Court Palace Flower Show
- RHS Show Tatton Park
- RHS Show Cardiff
- RHS Show Wisley
- RHS London Shows

### Partner Events:

- Spring Gardening Show, Malvern
- BBC Gardeners' World Live, NEC

## Space for all Garden exhibitors is FREE

## Visitors - a dedicated audience

RHS Flower Shows are high profile and achieve tremendous press interest from across the media, including national and regional newspapers, consumer, gardening and lifestyle magazines, trade publications and national and regional broadcast coverage. The RHS works with an exclusive broadcast partner, the BBC, to secure the best possible TV coverage of its shows at Chelsea, Hampton, Tatton and Malvern.

### Visitor Numbers:

- Chelsea Flower Show: **157,000**
- Hampton Court Palace Flower Show: **163,000**
- RHS Show Tatton Park: **93,000**
- We host smaller specialist shows in London, Wisley, Cardiff and other locations throughout the UK

### Visitor Profile:

- ABC1: 83–89% (UK average = 51%)
- Female to male ratio: 68% / 32% (on average)
- A core salaried audience aged between 35-65
- An audience with high-spending power
- Up to 82% buy or order products on site
- A committed audience: 68-100% book in advance
- A loyal audience: up to 90% will visit again in the future

**83% ABC1  
Audience**

ABC1	83-89%	
Female	68%	Male 32%

Buy/order	82%	
Book ahead	68-100%	
Revisit	90%	



### To find out more:

RHS Flower Show information packs on investment opportunities including show specific inserts with full demographics and media summaries are available for:

- Chelsea Flower Show
- Hampton Court Palace Flower Show
- RHS Show Tatton Park
- Spring Gardening Show, Malvern
- RHS Show Cardiff

### To capitalise on your investment call:

**Maxim de Soissons**

**RHS Shows Partnership Manager**

Tel: 020 7821 3087

Fax: 020 723 3660

E-mail: [maximde-soissons@rhs.org.uk](mailto:maximde-soissons@rhs.org.uk)

Website: [www.rhs.org.uk](http://www.rhs.org.uk)



The UK's leading gardening charity