



RHS Flower Shows

How the World's greatest gardening events can benefit your business:

Your invitation to meet Britain's gardeners

Gardening has always been Britain's favourite pastime, but in the last decade or so it has become a phenomenon – the inspiration for everything from peak time TV programmes to multi-million pound retail concepts. At the heart of this major consumer market are the great gardening events of the Royal Horticultural Society, Britain's leading gardening charity – including the world famous Chelsea Flower Show. At each event the RHS sets the standards in horticulture by bringing together new ideas and the very best in plants, products and people with a rigorous commitment to quality. Now that 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 on investments made in activities undertaken at these prestigious events.

Opportunities

The best way to get involved in an RHS Show is to produce or back one of the show gardens. For many visitors these astonishing examples of garden design, planting and construction are the highlight of the Shows - they certainly attract a big share of the media and the specific attention of all the visitors.

Sometimes challenging and fantastic, sometimes highly practical and educational, each garden takes a different theme or brief. Striving for a top RHS medal is only part of the story. Show gardens are used for brand enhancement, profile building, publicity, data capture and launching new products or services. Product sampling opportunities are available at the Hampton Court Palace Flower Show and the RHS Show Tatton Park.

There is no rental charge for the space your garden occupies. You either come to us with a concept for a garden and a preferred garden designer, or we can introduce you to a designer to manage the project.

The RHS offers advice and quality controls the gardens that are allocated space at the show. You work directly with the designer, ensuring that the garden reflects your marketing priorities and is constructed within your budget.

Benefits

Take part in any RHS Show and your company or brand will be associated with quality, creativity, tradition and all the excitement of a major event which enjoys national media attention.

More specifically, you get the chance to promote your company, product or service to an audience of upmarket garden devotees. RHS Shows are famous for attracting members of the Royal Family, politicians, captains of industry and celebrities from the arts and show business.

Alongside them, around 700,000 enthusiasts visit our shows, many of them affluent people who make up much of the Royal Horticultural Society's membership. Millions more enjoy the Shows through the RHS website, national press coverage and dedicated television and radio programmes.

The events are powerful vehicles for presenting your organisation, brand or service to a targeted audience. Corporate hospitality at RHS Flower Shows comes in all shapes and sizes – from gala previews to hospitality chalets – but it is always memorable, colourful and stylish.

Organisations involved with RHS Shows

Organisations that have recently benefited from involvement with gardens and special features at RHS Flower Shows include:

4head	Flemming's Nurseries	Oshima Shipbuilding Group
Alpro soya	Fortnum & Mason	Pemberton Greenish
Anglian Home Improvements	Foreign & Colonial Investment	QVC
Anglo Aquarium Plant Co Ltd	Trust	Rachel's Organic
Ball Colegrave	Forest	Royal British Legion
Bank of China	Kumala	Sadolin
Bank of Scotland	Grand Marnier	Saga Insurance
Banrock Station Wines	Haddonstone Ltd	Savills plc
Benecol	Halifax plc	Seven Seas
Bradstone	Hasmead plc	SG Hambros
British Coffee Association	Helios	Stihl
Buildbase	HMP Risley	Thames Water
BUPA	Holiday Inn	Thorpe Park Developments Ltd
Burgbad Bathrooms	Homebase	The Sunday Mirror
Cater Allen Private Bank	Kenco Pure	Tourism Authority Thailand
Citroën UK Ltd	Laurent Perrier UK Ltd	The Conservative Party
Copella Fruit Juices Ltd	Lloyds TSB	Foundation
Croft Original Sherry	Marshalls plc	The Royal British Legion
Daylesford Organic	MITIE Group PLC	The Daily Telegraph
De Beers	Muller One a Day Yoghurts	The Savills plc
DialaFlight	NS&I	Torres Wines
Dorset Cereals Ltd	NWDA	Tourism New Zealand
Ethos Recycling Company	New Covent Garden Food Co	Zoological Society of London
Fetzer-Bonterra Wines	Oase UK	

*This list does not include many of the charities, local authorities, NGO's and other non-for profit organisations who have also invested in gardens to their very considerable benefit.

"The RHS has been inspiring gardeners since 1804 and we intend to do so for many years to come. But there is so much more we would like to do. It is only with the help of partners from the world of business that we can continue to fulfil our mission as Britain's leading gardening charity. We have so much to offer in return for their commitment."

The Royal Horticultural Society.

**To capitalise on your investment call Maxim de Soissons
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