

# RHS flower shows

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

## 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 Flower Show at 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.

To capitalise on your investment call the Shows Partnership Manager on 020 7821 3087 or email [sponsorship@rhs.org.uk](mailto:sponsorship@rhs.org.uk).

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