

**New exhibitors must apply for review by the Garden Expo Jury Committee to ensure the highest show standards for fellow exhibitors and for the public. Please submit the following information and photos with the rest of your registration materials. If not accepted by the committee, your booth payment will be returned in full.**

## **new exhibitor application/jury procedure 2018**

 WISCONSIN PUBLIC TELEVISION

# **GARDEN EXPO**

### **Garden Expo 2018**

**February 10-12 Friday 12-8 / Saturday 9-6 / Sunday 10-4**

**Exhibition Hall / Alliant Energy Center / Madison**

presented by Wisconsin Public Television and UW-Extension-Horticulture

all registration forms are available  
as PDFs at [wigardenexpo.com](http://wigardenexpo.com)

Exhibitor registration materials  
can be downloaded at  
[wigardenexpo.com](http://wigardenexpo.com).  
Click on *For Exhibitors* at the  
top of the page.

Mail all registration materials,  
including payment, to:

**Garden Expo Jury Committee  
Wisconsin Public Television  
821 University Ave.  
Madison, WI 53706**

Applications postmarked by  
Sept. 1, 2017 will be reviewed  
and the notification of acceptance  
will be mailed by Sept. 30, 2017.

Applications received after  
Sept. 1, 2017, will be subject to  
booth availability and reviewed  
accordingly.

If not accepted by the committee,  
the exhibitor's booth payment will  
be returned.

Keep a copy of this procedure for  
your personal records.

**1 Please fill out the information below.**

**2 Submit three (3) photos – (1) photo of your booth setup and (2) photos typical of the products/services you will be promoting or selling.** Photos can be black & white or color. Snapshots, polaroids, slides and printouts of digital images will be accepted. Applications submitted without photos will not be considered.

**3 Submit the separate *Exhibitor Registration* form along with at least 50% of the required booth payment. Full payment is required if registering after October 31.**

business name

company Web site URL

contact ( full name )

phone

e-mail address

**The Garden Expo Jury Committee is responsible for maintaining the show's gardening theme using these categories. Please check the category that best describes your company's focus for the 2018 Garden Expo.**

garden centers, nurseries and  
commercial greenhouses

garden furniture, accessories  
and tools

seed and bulb growers/retailers

landscape architects and garden  
designers

landscapers, arborists, lawn & land-  
scape maintenance/supplies

decking and paving construction  
and supply

bookstores and publishers specializ-  
ing in plant or garden-related material

dealers in garden sculptures  
and ornaments

artists whose original work specializes in  
garden themes

sunroom, greenhouse and gazebo dealers

water feature, pond construction and  
irrigation system companies

lawn and gardening equipment manufac-  
turers and distributors

florists and indoor plants

garden clubs and plant societies  
(non-profit & for profit)

parks, recreational areas, municipal gar-  
dens and environmental or horticultural  
organizations

food artisans and local food retailers

**Prior to the show opening, all booth displays will be reviewed by and subject to the approval of the Garden Expo Jury Committee to ensure the highest show standards for fellow exhibitors and for the public. The Friends of Wisconsin Public Television, Inc., sponsoring organization of the Garden Expo, retains the right of final acceptance and has sole discretion over acceptance of all exhibitors.**