

Garden Expo

“On the Road Again!”
Sept 5, 2020

The Inland Empire Gardeners
PO Box 13184
Spokane Valley, WA 99213



Dear Garden Exhibitor:

As the director of Garden Expo 2020, I would like to invite you to participate in our annual event, to be held Saturday, **Sept 5, 2020** from 9am-5pm at the Spokane Community College Lair building and grounds located at 1810 North Greene Street in Spokane, Washington. Our theme for Garden Expo 2020--
“Gardening in the USA--On the Road Again!”

The Garden Expo consists of a wide variety of exhibitor booths with home & garden items and services as well as horticultural organizations. Judging from last year’s show, exhibitors reported strong sales and high traffic flow with an increased estimated attendance of over 20,000 buying customers. The Garden Expo continues to be one of the region’s largest and best received annual events.

Once again we are delighted to welcome back all our returning exhibitors and to encourage first-time exhibitors to take advantage of this valuable marketing prospect. The Garden Expo is the ideal venue for garden-based businesses to reach a diverse customer base from a far-reaching trading area. It is your business or organization’s opportunity to introduce yourself to new customers at the start of the busy growing season with very little upfront costs.

We are also excited about the do-it-yourself demonstrations and informational seminars we have planned for the event. The line-up will include a wide variety of gardening topics. They will be an motivating feature of the show and we are certain they will be a great value-added addition to our show which is free to the public to attend.

The Garden Expo is your golden ticket to **MARKET**, **PROMOTE**, and **SELL** your products. To become part of this popular, annual community event, complete the enclosed exhibitor application along with your **SIGNED** liability form and return it as soon as possible with payment. Please keep a copy for your records since booth fee is non-refundable. Be sure to book your booth space early because every year exhibitor spaces fill up quickly, so don't delay (**deadline 8/1/20** or once full).

For further information about the best show growing, please contact me at 509-535-8434 or gardenexpo@comcast.net. I look forward to hearing from you soon! Thank You.

Sincerely,

Vivian Meyer

Garden Expo Management



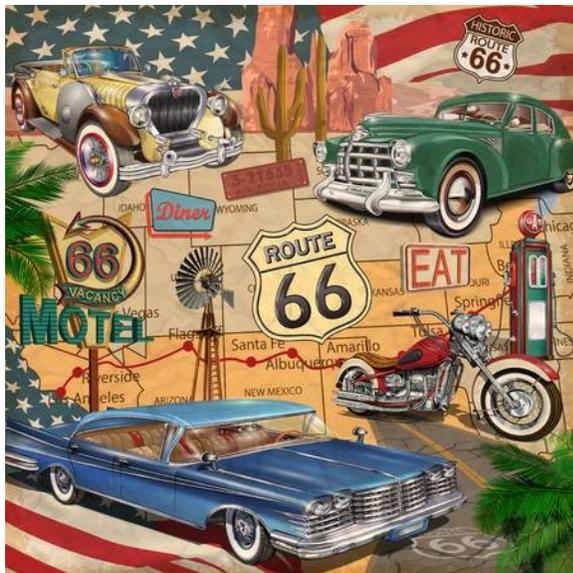
Garden Expo

The Inland Empire Gardeners
Spokane, WA

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Garden Expo 2020

The next Garden Expo is Saturday, Sept 5, 2020 from 9am-5pm at the Spokane Community College Lair, 1810 N Greene St, Spokane, WA. Our theme this year is *"On the Road Again!"* It's hard to believe that this is the 21st year of a little grassroots show started by gardeners for gardeners that has taken off and grown like gangbusters. The secret to the Garden Expo's continuing success is the word of mouth we get from business people telling one another about how great our event is and members of the public that return each year in greater numbers. Our goal is to keep the Expo free to the public and a low cost to the exhibitor and to be one of the premiere annual events for the Inland Northwest. The Expo is definitely the highlight of the year for gardeners in our area. Thanks to the support of businesses like yours, the Garden Expo has become a destination event! Did we mention that it was fun, too?



"If you ever plan to motor west, travel my way, take the highway that is best. Get your kicks on Route 66." - Nat King Cole



Expo History

Years ago, a group from the Inland Empire Gardeners (TIEG) attended the NW Flower & Garden Show in Seattle and was so impressed they wondered why Spokane couldn't have a garden show of its own. The idea of a Garden Expo was born but it would take many years before the dream became a reality. In April 1999, TIEG had the idea of having a special event at their regular garden club meeting at a local community center. We invited our business sponsors that advertise in the club newsletter to have a table and to display their wares to our members. The first Expo had 23 businesses and 350 people attended the 3-hour evening event. We knew we had a hit on our hands and decided to expand on the idea. We had outgrown the community center and were very fortunate to find the Spokane Community College. Talk about growth! In May 2000, the first full-day Expo was held with 90 garden-related vendors and over 2,000 people attended. In May 2001, 130 vendors were at Garden Expo 2001--A Gardener's Odyssey and 5,000 people attended. In May 2002, 156 vendors were at Garden Expo 2002--A Gardener's Paradise and 7,000 people attended! Fast forward years later and in May 2019 we had 350 garden-related vendors and over 20,000 of our closest friends decided to stop by. The phenomenal growth and success of the Expo can be contributed to the dedication and enthusiasm of TIEG members who not only had a dream but had the vision and the determination to make it happen. TIEG founded the Garden Expo. We are very protective of it. We're not going to let some big time promoter come in and start changing things--charging admission, doubling the exhibitor prices, or bringing in lots of non-gardening related items thereby turning our garden show into just another home show. The Garden Expo is the biggest annual event for the gardeners of the Inland NW, a most splendid occasion, and most importantly you can be a part of it all!