



Greetings to All,

The Gardenscape Committee is happy to announce that Gardenscape 2018 was a success. We are working on our plans for 2019. The dates of this year's show are Thursday, March 14 – Sunday March 17<sup>th</sup>, 2019. The show will be at the newly remodeled Dome in Henrietta, New York.

For those of you who are not familiar with Gardenscape the event is put on by Genesee Finger Lakes Nursery and Landscape Assoc. doing business as Gardenscape Pro's and PLANT gflx. The purpose of creating Gardenscape is to educate and entertain the public. We provide a mix of creative landscape ideas and products for gardens and home. There is not much that can compete with the sights and smells of flowers and plants after a long cold winter.

The Garden Marketplace Area has many vendors and different types of products. We are looking for different types of Garden, Home enhancement and other items to enjoy. We are expecting 12,000 to 14,000 people to attend our event again this year.

Enclosed you will find a map of the floor plan for the 2019 event. Vendors were given the opportunity to pre-register for Gardenscape 2019 at the close of last year's show; many took advantage of the option and will have first choice of space options. Past exhibitors who did not pre-register will have second choice. However if you take a look at the floorplan there is not a poor location. The date of the returned applications will be taken into consideration when assigning the space locations.

We hope you will decide to join us; we look forward to seeing you at the show.

Thank you for your time.

Sharlene L Reeves  
Gardenscape Professionals

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**EXHIBIT RESERVATION FORM - GARDENSCAPE 2019**

**This form and a 50% deposit must be received by December 01, 2018.** Previous exhibitors will be given preferential treatment in booth choice if material received by this date. New exhibitor assignments will be based on a first-come, first-served basis. Contracts will be mailed only after receipt of this form and deposit. First time Cat 2 and 3 exhibitors must provide a description with photographs of products to be displayed or sold. Signed contract, final floor plan, balance due, certificate of insurance and Certificate of Authority (if applicable) will be required by January 15, 2019. Contract will be mailed upon acceptance to the show.

ALL DEPOSITS ARE NON-REFUNDABLE AT THE SOLE DISCRETION OF THE SHOW DIRECTOR.

Business Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Alternate Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

**Please read the enclosed Exhibitor Category Descriptions carefully to determine your exhibit category and price.**

Category (circle one):    1    2    3    4

Booth location preferences:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**(CONTINUE TO OTHER SIDE TO COMPLETE RESERVATION FORM)**

## GARDENSCAPE 2019 Exhibitor Category Descriptions

**Deadlines:** Reservation form and a 50% deposit are **due by December 01, 2018**; Final design, signed contract, insurance certificates, Certificate of Authority & balance of payment are all due January 15, 2019. \*\*\*Electrical service is available upon request at a cost of \$100 per 500 watts

- **Category 1 – Garden Exhibits:** Exhibitor must be a member in good standing of GPA at the time of the show (Membership dues paid current). At least 50% of total exhibit floor space must be covered with live plant material (sod cannot be more than 20% of the requirement); at least 30% of this space must contain flowers in bloom. Producer must approve display concepts with required drawings at the December meeting and will approve final detailed floor plan of the proposed exhibit at the January meeting or before. All Exhibitors must attend informational meetings as deemed appropriate by PRODUCER. The producer shall provide a sign with the Exhibitor's company name(s). This sign may also list the garden name and the names of contributors to the exhibit if desired and if submitted on time as requested. This will be the only sign used in the booth with the exception of plant identification markers. Sales materials & acknowledgements must be displayed in a discreet and tasteful manner at the sole judgement of the Producer and according to the rules specified in the Contract. **Cost** per square foot: 80-639 sq. ft. = \$1.50/sq. ft., 640 sq. ft. and larger = \$0.95/sq. ft.
- **NOTE:** All Exhibitors must provide a certificate of insurance as proof of liability and worker's compensation for anyone working at the show, and the certificate must name Genesee-Finger Lakes Nursery & Landscape Association Inc., as additional insured.
- **Category 2 – Product Displays with Garden:** Product display exhibitors must provide a description with photographs of products to be displayed. The intent of the show is to emphasize a Flower and Garden Show theme. To meet this objective, each space must have a minimum of 20% of live plant material of which 30% must be flowers in bloom. Sales materials and portfolios must be displayed in a discreet and tasteful manner at the sole judgement of the PRODUCER. Stand-alone, tradeshow-style portable booths are not acceptable for this Category. 'Cash and Carry' goods may not be sold. Pipe and draping is provided, tables and chairs are **available upon request**. All Category 2 booths will be in Minett Hall. **Basic cost** per 8'x10' space: 1-2 spaces @ \$650 per space, 3 or more spaces @ \$600 per space as marked in drawing.
- **Category 3 – Retail Sales (or) Product Display:** Tangible goods may be sold directly from booth provided a Certificate of Authority to collect sales tax in New York State has been provided to the PRODUCER **prior** to the show. **Specifications:** Booth size 8'x10'. Pipe and draping is provided, tables and chairs are **available upon request**. Products or services must be related to, encourage, or facilitate the use of gardens, plants or horticulture. All flower and garden requirements are waived; however, live material is encouraged as a merchandising tool. Signage restrictions are waived. Category 3 Exhibits will be located in Minett Hall. **Basic cost** per 8'x10' for **outer wall space:** \$750, if 4 or more spaces, \$700 each; **Basic cost** per 8'x10' for **inside center space:** \$850, if 4 or more spaces, \$800 each; or as specified on Reservation Form.
- **Category 4 – Non-Profit Organization Exhibits:** These exhibits should be educational in nature and must be focused on increasing the public awareness of the organization. When appropriate, they should be enhanced with live plant material. **Specifications:** Booth size 8'x10'. Pipe and draping is provided, tables and chairs are **available upon request**. Memberships may be sold from the booth but other products **may not** be sold from the exhibit without prior approval from the PRODUCER; should such approval be granted, a Certificate of Authority to collect sales tax in New York State must be presented. Any waiver to possess a Certificate of Authority will be granted only upon presentation of documentation provided by NYS Sales Tax Department.

**Fee calculation:**

Exhibit Space Subtotal	Electrical* Service @ \$100 per 500 watts	Less \$50 GPA Member Discount
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**Category 1 - Display Garden**

# Sq. ft \_\_\_\_\_ x \$/sq. ft \_\_\_\_\_ = \$ \_\_\_\_\_ + \_\_\_\_\_ + **NA**

**Category 2 - Product Display w/Garden**

# of 8'x10' spaces \_\_\_\_\_ x \$650\_ per Space = \$ \_\_\_\_\_ + \_\_\_\_\_ - ( \_\_\_\_\_ )

**Category 3 - Retail**

# of outer wall spaces \_\_\_\_\_ x \$750 per 8'x10' Space = \$ \_\_\_\_\_ + \_\_\_\_\_ - ( \_\_\_\_\_ )

# of inside center spaces \_\_\_\_\_ x \$850 per 8'x10' Space = \$ \_\_\_\_\_ + \_\_\_\_\_ - ( \_\_\_\_\_ )

**Category 4 - Not-for-Profit Agency**

# of Spaces requested \_\_\_\_\_

**TOTAL DUE = \$ \_\_\_\_\_**

*\* Electrical Service: Due to the increasing use of lighting and equipment being used by exhibitors, the cost of energy, and to the electrical service available at our facility, we must closely monitor the demands made by our exhibitors and to charge for use. Exhibitors requesting up to 500 watts should add \$100 to their booth rental fee, those requesting more should add \$100 for each additional 500-watts increment; i.e. 1000 watts = \$100, 1500 watts = \$200. Since service beyond 500 watts may not be available at locations, the Show Director may modify Booth assignments based on electrical requests. Call Show Director if you have questions.*

Enclosed is my payment of \$ \_\_\_\_\_ Check number \_\_\_\_\_

Signed \_\_\_\_\_ Date \_\_\_\_\_

**Be sure to COMPLETE OTHER SIDE of this RESERVATION FORM**

**Reservation Form and 50% Deposit due December 01, 2018  
MAIL YOUR REQUEST TODAY, THEY WILL BE DATE-STAMPED**

**Make checks payable to: GardenScape**

**MAIL TO: GardenScape  
6995 Groveland Hill Rd.  
Groveland, NY 14462**

Information at [www.RochesterFlowerShow.com](http://www.RochesterFlowerShow.com)