



*Hamilton*  
**FallGarden&  
MumShow**

**Exhibitor &  
Marketplace  
Opportunities 2017**



# THE 97<sup>TH</sup> ANNUAL HAMILTON FALL GARDEN & MUM SHOW

## NORTH AMERICA'S LARGEST SHOW!

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The Hamilton Fall and Garden & Mum Show is an amazing floral display created by some of Hamilton's finest horticulture staff. The display is a breathtaking feature of over 200 varieties of chrysanthemums and thousands of blooms! The theme for 2018 is "Under the Big Top".

The Greenhouse at Gage Park is the site of the 97<sup>th</sup> annual show. Over 20,000 square feet of display space will house this year's show. A redesigned marketplace area featuring new designs & displays along with a new café, bring additional excitement to this annual event.

The Hamilton Fall Garden & Mum Show offers an extraordinary opportunity to reach more than 13,000 visitors annually and supports greening efforts in the City of Hamilton. As one of the largest chrysanthemum shows in Canada, the Hamilton Fall Garden & Mum Show sets the standard for gardening events across the Hamilton, Burlington & Niagara communities.

The Hamilton Fall Garden & Mum Show is always looking for new and returning vendors to enhance the experience of our visitors. Please submit your application package today to be considered for the upcoming show.

To learn more about the Exhibitor & Marketplace opportunities, please contact:

Alex Moroz, Community Liaison Coordinator  
City of Hamilton, Public Works Department  
905-546-2424 ext. 1482  
alex.moroz@hamilton.ca

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# EXHIBITOR & MARKETPLACE OPPORTUNITIES

## COME GROW WITH US!

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The Hamilton Fall Garden & Mum Show offers select organizations and companies an extraordinary opportunity to reach one of Hamilton's most influential consumer markets. As one of the largest chrysanthemum shows in Canada, the Hamilton Fall Garden & Mum Show sets the standard for gardening events. The show is fashioned by the city's horticulture staff and is hosted within an operating greenhouse in Hamilton's historic and popular Gage Park.



## The theme, the displays and...

The theme of the 2017 Hamilton Fall Garden & Mum Show is "Under the Big Top".

Each year a new theme takes us through dramatic scenes of flowers, colours and displays. The 2017 show offers even more.

Over 20,000 square feet of our greenhouse facility will be used for displays featuring our Circus theme.

The largest show of its kind in North America, the horticulture staff takes great pride in designing an outstanding show each year featuring multiple oasis and garden features.

The Marketplace is filled with items to tempt the garden enthusiast. You will find the latest seeds, hand crafted art and accessories for your garden and much more.

**Come Grow With US!**

## EXHIBITOR & MARKETPLACE PARTICIPATION

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Interested vendors who meet Marketplace guidelines are encouraged to submit an application package. As demand for retail space exceeds availability, booking as soon as possible is recommended. Please note that selection of booth location is based on the acceptance of a completed application package. The application package includes the contract. Please note that submission of a completed application and contract does not mean your application has been approved.

## EXHIBITOR & MARKETPLACE GUIDELINES

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Our process for new and returning vendor selection begins with product review. Consideration for space is given to vendors and exhibitors who feature a product or product line that is horticultural in nature or garden-related in the following categories:

- Horticulture (plants, bulbs, cut flowers, dried flowers, etc.)
- Tools for outdoor living (outdoor furniture, fountains, garden art, pots, birdhouses, wind chimes, birdfeeders, garden lighting, trellises, garden statuary, hammocks, etc.)
- Tools for gardening (seeds, gloves, gardening tools, sheds, potting tables, compost bins, greenhouses, deer fencing, etc.)
- Home décor (featuring flowers or of horticultural origin or function, i.e. vases, flower-arranging supplies, pottery, copper pots, tile art, etc.)
- Botanical Art (original paintings, prints, pressed flower art, etc.)
- Green Products (solar panels, recycled products for the garden/gardening, etc.)
- Home Renovation/Products may be considered if space is available (note special prices for vendor booths)

All vendors must meet the guidelines outlined and complete the Exhibitor Application Package. Full payment of the booth rental fee must be received by the deadline outlined in the application. Vendors will be provided with one table with black skirting. All other displays must be supplied by the vendor.

The Hamilton Fall Garden & Mum Show Marketplace will operate daily October 20<sup>th</sup> – 29<sup>th</sup> 2017. The show runs daily from 9am to 7pm. All vendors are expected to have their booths open during the operating hours of the show. Please note that the facility will be opened 1 hour prior to and 1/2 hour after for set-up and take down.

# EXHIBITOR & MARKETPLACE FEES - 2017

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## Garden & Craft Vendors

Large Booth Vendor Location (Approx. 12 x 6)	\$250.00
Small Booth Vendor Location (Approx. 6 x 6)	\$150.00

## Home Improvement Vendors

Large Booth Vendor Location (Approx. 12 x 6)	\$3000.00
Small Booth Vendor Location (Approx. 6 x 6)	\$200.00
Custom Exterior Location (Approx. 12 x 12)	\$250.00

**Fees do not include HST (13%).  
All payments must be made by cheque or money order.**

The City of Hamilton (the "City") reserves the right to reject or otherwise not accept any proposed exhibitor's application. Subject to any other rights, privileges or administrative fees of the City set out herein, in the event that the City rejects or otherwise does not accept an application, the License Fee will be returned to the applicant.

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