



THE NATIVE PLANT SHOW

April 4-5, 2013 / Kissimmee, Florida

All the plants, all the growers, all the professionals... all in one place.

The Potential for Native Plants

Thirty years ago, organic products and locally grown foods were hard to find. Today, organic is mainstream and demand for locally grown is increasing. Similar underlying interests in conservation, healthy environments and strong local economies are propelling the native plant movement.

Native plant landscapes conserve water and energy, reduce the use of chemicals and promote the authentic sense of place and biodiversity that make Florida a paradise for residents and visitors.

FANN is at the forefront of Florida's horticulture and landscape industry when it comes to growing and using native plants. Our 100+ business members work with these plants daily and know their potential to transform Florida's developed landscapes.

Become a Show Sponsor

Join FANN in bringing together industry leaders who will make truly authentic, beautiful, sustainable landscapes a reality in Florida: leading edge landscape architects, designers, installers, maintenance firms, planners and growers.

With the greatest number and variety of Florida native plants and growers ever seen in one place, the Native Plant Show is a critical next step for the industry. Your sponsorship will help make it successful.

As a show sponsor, you will

Get the greatest exposure from pre-show publicity, online marketing and monthly email announcements by committing early as a sponsor.

- Enhance your prominence as a green leader in Florida
- Ally your business with a critical growing segment of the horticulture and landscape industry
- Support small Florida businesses focused on market solutions for sustainability
- Support essential positive change in the look and function of Florida landscapes
- Strengthen a small but growing sector of Florida's agriculture and green goods economy

Sponsorship Options and Commitment

See other side of this sheet for sponsorship package options. We're open to your ideas and customization: contact Executive Director Cammie Donaldson at 321-917-1960 to discuss custom benefit arrangements.

To lock in your sponsorship, complete the Show Commitment Form and send with payment. Upon receipt, we'll contact you to finalize the details.

Want to Help Another Way?

Individuals, nonprofits and others can be a Friend of the Native Plant Show with smaller contributions.



EXHIBIT SPACE is available without sponsorship for those wishing to promote their business or organization. See the Show Commitment Form.

QUESTIONS?

CALL FANN 321-917-1960 or

EMAIL Cammie@FloridaNativeNurseries.org

MORE INFO ONLINE AT FloridaNativeNurseries.org



THE NATIVE PLANT SHOW

April 4-5, 2013 / Kissimmee, Florida

Sponsorship Packages & Options

PRE-SHOW AND ONSITE PUBLICITY BENEFITS

Some benefits may be subject to print deadlines.

In addition to

all the pre-show and onsite publicity benefits listed at right, FANN will work with higher level sponsors (Cypress, Oak, Pine) to find the perfect exposure opportunity for your organization.

What kind of special opportunities might exist?

- Hosting professional continuing education classes
- Complimentary education packages for your staff members or clients
- Underwriting exhibit floor demonstrations and special activities
- Display advertising in our *Native Plant & Service Directory* or *Guide for Real Florida Gardeners*
- Online advertising on our websites FloridaNativeNurseries.org or PlantRealFlorida.org
- Special media events, meals and receptions, green give-aways
- FANN membership, of course!

Have another idea?

FANN is flexible and focused – your success is ours as well. Talk to us.

Cypress - \$5000

Custom benefits developed with sponsor, plus:

End cap or double booth.
 Banner at exhibit hall entrance.
 Top listing/largest signage in all promotion.
 Attendee/participant list in digital form.
 Name, logo, brief description and statement on website/program.
 Top level recognition in pre-show publicity.
 Logo on back cover of *Native Plant & Service Directory*, with website.
 Sponsor badges/booth & entrance signage.
 8 complimentary admissions.

Oak - \$2500

Custom benefits developed with sponsor, plus:

End cap or double booth.
 Attendee/participant list in digital form.
 Name, logo, brief description and statement in website/program.
 Prominent recognition in pre-show publicity.
 Logo in *Native Plant & Service Directory*, with website.
 Sponsor badges/booth & entrance signage.
 6 complimentary admissions.

Pine - \$1000

Custom benefits developed with sponsor, plus:

Complimentary booth.
 Name, logo and brief description on website/program.
 Recognition in pre-show publicity.
 Logo in *Native Plant & Service Directory*, with website.
 Sponsor badges/booth & entrance signage.
 4 complimentary admissions.

Palmetto - \$500

Name and logo on website/program.
 Recognition in pre-show publicity.
 Sponsor badges/booth signage.
 3 complimentary admissions.

Friend of the Show

\$250 for businesses
 \$100 for nonprofits and individuals
 Name/logo listed on website/program.
 2 complimentary admissions.

QUESTIONS?

CONTACT FANN

Executive Director Cammie Donaldson: (321) 917-1960 or Cammie@FloridaNativeNurseries.org
 or Sponsorship Chair Roger Triplett: (941) 776-1605 or seoater@aol.com

MORE INFO ONLINE AT FloridaNativeNurseries.org