



Marketplace Exhibitor

BROCHURE

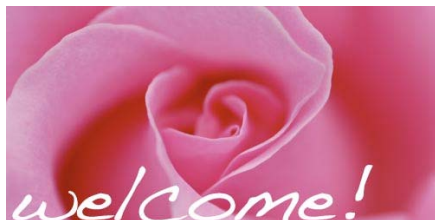


Table of Contents

Pg. 1 Festival Marketplace

Pg. 1 Who Should Exhibit

Pg. 2 Top Reasons to Exhibit

Pg. 3 Rose Industry Trends

Pg. 4 Festival Overview

Pg. 5 -7 Festival Partners

FESTIVAL MARKETPLACE

Showcase Your Products & Services

As an exhibitor at the World Rose Festival, you will have the exclusive opportunity to showcase your products and services to a targeted audience of an expected 15,000+ attendees. Be one of only 70 exhibitors chosen especially because of their relevance to the Rose.

Attendees will enter the Festival, taking place at the newly renovated Vancouver Convention and Exhibition Centre, to a breathtaking sight – thousands of roses putting on a show throughout the Display Gardens, Rose Show, Art and Photo Exhibition, Lectures & Workshops, Floral Design Exhibition, and of course the Marketplace, strategically placed so that traffic flow is maximized around your booth.

Book your space now as no other marketing opportunity like this will be offered again in Vancouver. The World Federation of Rose Societies hosts its World Rose Show once every four years in select locations around the world. Vancouver is the host in 2009 - a once-in-a-lifetime opportunity! Of course, the earlier your application is received, the better the space selection.

Contact **Jacque Pitts**, Festival Sponsor and Exhibit Manager at 1-604-984-6449 or via email at opportunities@worldrosefestival.com to secure your space.



WHO SHOULD EXHIBIT

The Gardening Industry

Marketplace exhibitors will represent a cross section of the gardening industry, and will include:

- Retailers and suppliers of products related to the Rose (e.g. nurseries, breeders, garden centers, soil specialists, florist shops, art and craft stores, jewelry, clothing, and tools),
- Rose-oriented service providers (e.g. landscape designers, interior/exterior decorators, photographers, and rose specialists), and
- Associations, clubs, and schools servicing members / students who love gardening.

TOP REASONS TO EXHIBIT

Visibility – Pre-Festival & Onsite

- Increase retail sales. Connect with and target home owners who love to garden – and who have money to spend and are ready to buy!

According to Statistics Canada, **gardening is the #1 hobby** in Canada, well ahead of running, bicycling, and golfing. Gardening is a \$3.36 billion industry, of which British Columbia accounts for 24%.

Trade shows are one of the most powerful sales and marketing tools available to businesses today.

- Build brand awareness in the local and regional markets. If relevant to your business, broaden your reputation in national and international markets.

Reach an expected 15,000 Festival attendees, 98% of whom will be from Greater Vancouver, British Columbia, and the Pacific Northwest with the remaining 2% from the rest of the world.

Associate your company with the World Rose Festival and benefit from its promotional strategy, a multi-dimensional, high quality, creative and colourful activity, made more beautiful by the appeal of a rose...

Electronic:

Website (www.worldrosefestival.com): The Festival website is information central for all aspects of the event. You will be listed on the Marketplace page with your logo, a link to your website and a photo of your product or service.

Blog (www.worldrose2009.blogspot.com): Expert rosarians are lined up to write articles and answers to common questions on the Rose. Your company will be listed with a link to your website.

E-newsletters: Targeting the general public, rose show entrants, general sponsors and exhibitors, the e-newsletters will provide interesting articles and updates on the Festival. Your company will be listed with a link to your website.

Print:

Festival Guide: Each attendee will be given a beautiful Guide as a souvenir. Your company will be listed in the Marketplace section.



Subtle – Helping the Community

- Be recognized for supporting non-profit Rose societies and communities associated with the Rose
- Encourage the expanding hobby of gardening, which has a positive effect on the economy and the environment
- Assist the Vancouver Rose Society in hosting the World Rose Festival, a major undertaking for a local non-profit organization

Rose INDUSTRY TRENDS

Attendees

An anticipated **15,000** attendees from throughout British Columbia and Pacific Northwest will experience the Rose in its many forms. Attendees will learn about growing roses in the mixed garden using informal, easy care, earth friendly gardening techniques.

- “Weekenders” are those attendees who have a general interest in gardening, or do so to create curb appeal, functional backyards, or play spaces for children. (60% of our attendees)
- “Garden Enthusiasts” tend to have a little more time available to garden than the Weekender, and view gardening as a favourite pastime, hobby, or environmental endeavour. (35% of our attendees)
- “Rose Devotees” are Rose Society members from Vancouver, elsewhere in Canada, the U.S., and around the globe, who will attend with the special intention of seeing the juried rose show, and learning about the latest and most fascinating releases from rose breeders. (5% of our attendees, most of whom will be attending the [World Rose Convention](#), occurring in conjunction with the Festival)

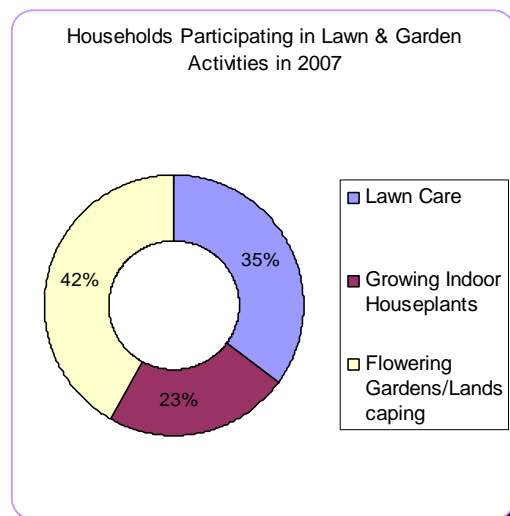
Who is the average gardener? *

College graduates, married couples, and households with annual incomes of \$75,000 spent the most on their lawns and gardens in 2007. Most gardeners are home owners who have yardage.

Based on the 2008 Summer Survey conducted by the Garden Writers Association Foundation, 77% were 35+ years of age with 51% being female and 49% being male.

The Gardening Industry

According to results of the recently completed 2007 National Gardening Survey, retail sales of lawn and garden products to consumers totaled \$35.102 billion last year. That was an increase of 3 % or \$1.025 billion more than the \$34.077 billion consumers spent on lawn and garden products in 2006. Nationwide, 71% of all U.S. households or an estimated 82 million households participated in one or more types of lawn and garden activities in 2007. Consumers spent an average of \$428 per household on do-it-yourself lawn and garden activities in 2007, or 7% more than the \$401 average spent in 2006.



* The figure is based on National Gardening Survey of US Households. US numbers reflect North American trends.

World Rose Festival OVERVIEW

What

Welcome, Celebrate and Experience the Rose

The **World Rose Festival** offers an amazing variety of events, all highlighting the beauty of the rose. Thousands of rose blooms will be on display! This is a very unique, one-time event for Vancouver.



- World-class judged [rose show](#)
- Expert advice from [local & international rose breeders](#)
- Latest trends in [floral design](#)
- Informative [workshops & lectures](#) on the rose
- [Entertainment](#) for the whole family
- Feature rose [display gardens](#)
- Extensive [marketplace](#) for choice roses, companion plants, gifts & accessories
- Professional [artwork & photo exhibits](#)
- Create your own [garden area for kids](#)
- [Culinary treats](#) at the Rose Bistro

Where

A unique architectural statement combined with a stunning waterfront setting, Festival attendees will enjoy the newly expanded Vancouver Convention and Exhibition Centre. In fact, it will be one of the first events to be hosted under the grass roof!

When

June 19 to 21, 2009

Move In: Wednesday, June 17 & Thursday, June 18

Festival Open: Friday, June 19 – 2:00pm to 9:00pm

Saturday, June 20 – 10:00am to 9:00pm

Sunday, June 21 – 10:00am to 5:00pm

Move Out: Sunday, June 21 from 5:00pm to midnight

Theme

“Roses in the landscape”

World Rose Festival – PARTNERSHIPS

The World Rose Festival is hosted by the Vancouver Rose Society and is partnering with several world-wide, regional and local organizations to ensure the Festival's success.

Local Host – Vancouver Rose Society (VRS)

An established group of rose enthusiasts in the Lower Mainland of British Columbia since 1949, the [VRS](#) is an educational, nonprofit organization dedicated exclusively to the cultivation and enjoyment of roses throughout the province of British Columbia.



World Federation of Rose Societies (WFRS)

Founded in 1968, the [WFRS](#) is the world's largest international organization of rose enthusiasts representing more than 100,000 rose lovers in 38 member countries. The WFRS strives to increase the knowledge of the rose and expand communication between the member national societies.



Canadian Rose Society (CRS)

Founded in 1954, the [CRS](#) serves over 800 members and is an educational, non-profit organization dedicated exclusively to the cultivation and enjoyment of roses throughout Canada.



American Rose Society (ARS)

Founded in 1892, the [ARS](#) has over 15,000 members dedicated to the enjoyment, enhancement, and promotion of America's Floral Emblem. This national organization, with almost 400 local chapters and affiliates throughout the United States, offers rose-related activities and information. The ARS will hold its annual convention and rose show during the World Rose Convention and Festival.



World Rose Festival – PARTNERSHIPS (cont'd)

World Rose Convention 2009

June 18 to 24, 2009

The [World Rose Convention](#) will bring together over 800 dedicated rosarians who are members of rose societies from 40 countries. Attendees will enjoy a week of camaraderie, lectures, tours, information sharing and fun—all in celebration of the rose.

In keeping with the theme “Roses in the Landscape”, lecture topics will focus on growing roses within the landscape and will emphasize the need for earth friendly gardening techniques. Attendees will gain knowledge on the latest research available and exchange ideas with the many breeders, growers, retailers, authors and hobbyists in attendance.



Downtown Vancouver Businesses and Services

The World Rose Festival will partner with a multitude of businesses and services in Vancouver’s downtown core. The primary organization is of course the [Vancouver Convention and Exhibit Centre](#), as the focal point of the Festival. Local accommodation (hotels, B&Bs, YWCA), restaurants, shopping, and services such as Translink and the Vancouver Airport will all have roles.



Sea to Sky Meeting Management Inc. – Festival Secretariat

[Sea to Sky Meeting Management Inc.](#), winner of Meeting Planners International’s 2005 Global Paragon Award for Meeting / Event Excellence, specializes in the creative planning and quality management of conferences and special events throughout British Columbia, across Canada, and around the world.



World Rose Festival – PARTNERSHIPS (cont'd)

Festival Specific Events – Partnership Examples

Display Gardens

Exquisite feature display gardens will welcome attendees to the Festival. Roses will be creatively reflected in these gardens composed by Vancouver's premier landscape designers, gardeners, breeders, nursery owners and rosarians, including Garden Works, Heritage Perennials, and Phoenix Perennials.



Rose Show

The World Federation of Rose Societies & the American Rose Society Judged Rose Show guarantees to thrill everyone who loves roses!! This international show's exciting competition will feature rose growers from around the world displaying a large number of rose varieties.



Lectures and Workshops

A full program of lecture and workshops will attract everyone from expert rosarians to those who like to receive roses on Valentine's Day. The program will cover academic topics, kid friendly lessons, and for those who simply like to play in the dirt, that will be scheduled too!



Rose Garden Renovation Legacy Project

Vancouver Display Gardens

The Rose Festival Committee, along with [Select Roses](#), [Weeks Roses USA](#), [Jackson and Perkins Roses USA](#), and [Palentine Roses Canada](#), will be upgrading several of Vancouver's public rose gardens (for example, at Queen Elizabeth Park, UBC and VanDusen) as a lasting and beautifying [legacy](#) of the 2009 World Rose Convention and Festival.

