



PRESENTS

14th edition

THE GARDEN SHOW & SPRING FESTIVAL

23-27 May, 2017

4-10 pm

Beirut Hippodrome

SUPPORTED BY



Beirut
Municipality





Welcome to

THE GARDEN SHOW & SPRING FESTIVAL 2017

The largest event of its kind is returning to the heart of Beirut for the 14th consecutive year. This edition promises an even larger variety of flowers, plants and events for the whole family to enjoy.

When you get right down to it, gardens are really about color. That color can come from flowers, foliage, bark, pottery, furniture, fences and even artwork. Gardens enhance our lives and bring our homes to life. It is no wonder then that this year's show takes place under the theme "Colors in the Garden."

Thanks to the support and enthusiasm of partners, sponsors, exhibitors and more than 24,000 annual visitors, The Garden Show & Spring Festival has become a unique destination for all garden enthusiasts and outdoor lovers and continues to be a much-anticipated event in Beirut.

The magnificent park of the Beirut Hippodrome, with its iconic pine trees, is the perfect backdrop, offering a joyful and peaceful atmosphere, while enhancing the great Lebanese way of life.

For the fourth year in a row, the event is held concurrently with Travel Lebanon, the first event promoting the country's tourism, its undiscovered rural spots and rich cultural heritage.



Celebrate the “joie de vivre” and join us outdoors for a magical five days to welcome spring!

220+ EXHIBITORS

Art of living in the garden

Since 2004, this show has been about celebrating gardens, nature and laidback outdoor living, which is a trademark of the great Lebanese way of life. As we enjoy beautiful weather more than six months of the year, gardens, terraces and balconies become part of our living space.

At The Garden Show & Spring Festival, we offer visitors everything they need to prepare, decorate and uplift their outdoor spaces, from original ideas for the garden to equipment and decoration.

The show is also about gardening and workshops are available for the public.

The Ecohouse

Environmental issues should be a concern to all of us. The Garden Show environmental model house will showcase all the solutions to making homes more environmentally friendly.



Held concurrently with The Garden Show & Spring Festival, Travel Lebanon is the first and only event that supports tourism in Lebanon. Local tour operators, NGOs and municipalities gather to promote packages across the country, while local artisans and producers showcase their handmade goods.

Kids village

Over the years, The Garden Show & Spring Festival has become a great destination for children. Spending the afternoon outdoors and being entertained in the kids village is a fun experience, offering families a safe and happy environment.

A playground, gardening workshops and inflatable games are just a few of the activities available for little ones.

Designers loft

Artisans, crafters and designers gather to display their unique creations adapted for the outdoors.

Farmers market by Souk el Tayeb

In collaboration with Souk el Tayeb, traditional and regional Lebanese producers offer their fresh and homegrown produce at the lively farmers market.



Taste Lebanon gives visitors the opportunity to have a tasty bite and a drink from a selection of well-known restaurants and cafés, while enjoying live music and entertainment under the iconic pine trees of the Hippodrome park.

24,000+ VISITORS

The Garden Show & Spring Festival is attended by more than 24,000 professionals, amateur gardeners, enthusiasts and lovers of the great outdoors.

The show is communicated through:

- A nationwide billboard campaign
- LED screens at Beirut International Airport
- LED screens on highway
- A radio campaign on leading Lebanese radio stations
- Advertisements and articles in general interest magazines
- Advertising campaign and coverage in major leading newspapers
- Presentation and coverage of the event on all major talk shows on Lebanese and Pan Arab TV stations
- 75,000 invitations distributed to exhibitors via social magazines and door-to-door
- 20,000 flyers
- 3,000 posters
- An SMS campaign to 62,500 recipients
- Social media (dedicated Facebook and Instagram pages)
- Targeted newsletters sent to more than 50,000 e-mail addresses
- Banners on leading Lebanese entertainment and news websites

Creating a Company Garden



Companies can benefit from an innovative marketing tool to promote their products, services and green initiatives by creating a unique garden at the show.



The Garden Show & Spring Festival's 2017 image has been specially created by Nevine Mattar, an artist known for her colored papier mâché artwork and for her mixed media paintings.



Watch the GS video on
the-gardenshow.com

The Beirut Hippodrome



PARTNERSHIP & SPONSORSHIP OPPORTUNITIES

The Garden Show & Spring Festival partnership and sponsorship program offers strategic opportunities to increase brand awareness and market products and services.

The Garden Show & Spring Festival	USD
Partner	24,000
Gold sponsor	13,500
Silver sponsor	10,000

Taste Lebanon	USD
Partner	6,000
Sponsor	3,700
Participant (9 sqm)	1,900

Kids Village	USD
Partner	4,800
Sponsor	3,200

Effective Advertising	USD
Visitors' bags (20,000 bags)	4,700
Exhibitors' lanyards (excluding production)	3,700
VIP lounge	3,700
Ushers and hostesses dress branding	3,700
Musical stage branding	3,700
Brochure distribution at the main entrance	3,500
Banner at entrance (excluding production)	2,900
Banner in parking area	2,300
Banner on website homepage	2,300
Shuttle carts branding (per cart)	1,600
Side banner on website	1,200
Logo on main entrance floor plan	800

BOOK YOUR STAND

RATE CARD	USD
Stand rates	
9 sqm	1,700
16 sqm	2,900
25 sqm	4,500
50 sqm	6,000
100 sqm	12,200
150 sqm	18,500

Special rate	
9 sqm	1,100
(For designers, regional food specialties and associations)	

Rental tent fees	
9 sqm	250
16 sqm	350
25 sqm	450

Masterclasses	
Partner	5,000
Sponsor	3,000

Advertisement in the official catalogue	
Back cover	2,875
Inside front cover	2,300
Inside back cover	1,850
Center spread	3,450
Double page spread	2,875
Full page	1,550
½ page	975
¼ page	690

- All exhibitors taking a "space only" stand (without a tent) open from four sides, must provide the organizer with a drawing showing details of their proposed design for approval before April 27, 2017.
- Each additional square meter taken on-site will be charged at USD 185 per sqm.
- All prices are subject to 10% VAT.

The Garden Show & Spring Festival team

