SOUTHEAST PLANT SHOW 2027

SPONSOR AND VENDOR
INFORMATION PACKET

JUNE 26, 2027: 8:00AM- 5:00PM
JUNE 27, 2027: 10:00AM- 4:00PM
GWINNETT FAIRGROUNDS,
LAWRENCEVILLE GA

CONTACT US:

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ABOUT US

The Southeast Plant Show was envisioned in 2022 and came to fruition in 2023! The purpose of this show is to unite the plant community both in Georgia and around the Southeastern United States with local, national and international houseplant enthusiasts, artists, and businesses.

VISION & MISSION

Vision: Georgia to become a national destination for houseplant enthusiasts

Mission: To unite the Plant Community regionally and nationally via our shared love for all things PLANT-RELATED

OUR AUDIENCE

In 2026, the Southeast Plant Show brought in over 4,500 visitors from around the Globe. With vendors, influencers, and shoppers from all over the United States. Our highest attendance rates are coming from: Alabama, Georgia, Florida, North Carolina, South Carolina, Texas, and Tennessee. As well as International Vendors from Ecuador and Thailand. Our 2026 Headline Sponsors, RustyExotics is a local Atlanta Company and Blue Moon Tropicals, joined us from Apopka, FL. Our 2026 Keynote Speakers were Derek Haynes- The Chocolate Botonist and Jake Russell- Jake the Plant Guy

2023 = 1500 guests **2026 = 4500 guests**

INSTAGRAM METRICS
Southeast Plant Show- 7K+
Main Sponsor Followers- 180K+

TIKTOK METRICS
Southeast Plant Show- 3K+
Main Sponsor Followers- 77K+

FACEBOOK METRICS
Southeast Plant Show- 4.5K+
Main Sponsor Followers- 135K+

KEY SHOW ELEMENTS

VENDORS



The 2026 Southeast Plant Show included over 100 national and international vendors. Vendors included specialties in multiple areas such as indoor common, indoor exotic, outdoor landscape, orchids, carnivorous, hydroponics, accessories, bioactive, and plant-based products.

In 2027, the Southeast Plant Show will be held at the Gwinnett County Fairgrounds, with two buildings totaling 30,000sq feet, to accommodate more vendors and more patrons.

EDUCATION



Throughout the show, we host educational presentations and make and take workshops. Vendors and sponsors are encouraged to participate and host a session. The 2026 Southeast Plant Show included 4 make and take classes and 4 educational workshops. Having expert Guest Speakers and hands on workshops allows patrons to participate and encourages the continued education of different aspects of the plant world.

SPONSORSHIP PACKAGES

(Open to Plant Related Vendors Only)

	HEADLINE SPONSOR	GOLD SPONSOR	SILVER SPONSOR
Commitment	$2,250	$1,500	$900
Number Available	2	6	8
Logo Placement	Most centered, prominent on website, banners, t-shirts.	Medium size logo. Prominent on website, banners t-shirts.	Small size logo. Included on website, banners, t-shirts.
SPS Social Media (Instagram, Facebook, TikTok)	Up to 3 Static Posts, including 2 reels shared on all social media outlets.	Up to 2 Static Posts, including 1 reel shared on all social media outlets.	Up to 2 Static Posts, including 1 reel shared on all social media outlets.
SPS Booth Space	40x10 or 20x20 Booth Space	30x10 Booth Space	20x10 Booth Space
Vendor Pass	4 Passes	3 Passes	3 Passes
Extra Tickets	(4) 2-Day General Admission Tickets to use as Giveaways		

Social media post amounts may vary depending on the application date.

SOUTHEAST PLANT SHOW EST. 2022

COMMUNITY SUPPORTER SPONSORSHIP PACKAGE

PERKS FOR COMPANIES THAT WANT TO PARTICIPATE BUT DON'T NEED A BOOTH SPACE.

	COMMUNITY SUPPORTER
Price	$500 + Giveaway Donation(s)
Number Available	4
Logo Placement	Prominent on all marketing materials, website, banners, and t-shirts.
SPS Social Media (Instagram, Facebook, TikTok)	Up to 4 Static Posts, including 2 reels shared on all social media outlets. (Social media post amounts may vary depending on the application date)
Giveaway Requirements	Must provide at least 15 items for giveaways, including but not limited to, Door Prizes, Volunteer, Influencer Gifts
Vendor Passes	3 Passes
Extra Passes	(4) 2-Day General Admission Tickets to use as Giveaways

Social media post amounts may vary depending on the application date.

SOUTHEAST EST. 2022 PLANT SHOW

VENDOR PACKAGES

	VIP VENDOR (Open to Plant Related Vendors Only)	**VENDOR**
Booth Size	20X10	10X10
Booth Fee	$525	$300
Logo Placement	On the Website and Printed Banners.	If provided, will be on the Website and Printed Banners.
Vendor Passes	3 Passes	
Social Media Posts (IG, Facebook, TikTok)	One Instagram Reel or One Static Post. (Social media post amounts may vary depending on the application date)	
Complimentary Tickets	(4) 2-Day General Admission Tickets to use as Giveaways	

Social media post amounts may vary depending on the application date.

SOUTHEAST EST. 2022 PLANT SHOW

BASIC
RULES & REQUIREMENTS

By submitting your application, you and your company agree to the following:

- Payment:
  - For those that sign up prior to January 1, 2026, a 50% **Non-Refundable** deposit is due within 5 days of acceptance into the Southeast Plant Show. The deposit will be sent via invoice through email.
  - The remainder of the booth fee will be due before January 10, 2027. Those who sign up after January 1, 2027 will pay their fee in full within 5 days of acceptance.
- Show Set-Up and Schedule:
  - Vendor Booths must be set up on Friday, June 25. Saturday morning set up will **not** be permitted.
  - Saturday 8 AM VIP Entry & 10 AM General Admission - 5 PM, Sunday 10 AM General Admission - 4 PM.
  - Participants must arrive at least 30 minutes before VIP Entry on Saturday and 30 minutes before General Admission on Sunday.
  - Participants must be present at the show during the entire scheduled day, **both** Saturday and Sunday.
  - Breakdown begins at 4 PM Sunday; you cannot break down before the show has concluded.
- Communication:
  - Please provide all logos, images, and videos in your application.
  - Official Communication from the show will take place through email. Please provide a valid email address to stay up to date.

Visit: southeastplantshow.com/apply to start your application

DETAILED INFORMATION AND REQUIREMENTS CAN BE FOUND IN THE APPLICATION