

# SOUTHEAST PLANT SHOW 2024




VENDOR  
INFORMATION PACKET

**JUNE 29, 2024: 10:00AM-6:00PM**

**JUNE 30, 2024: 10:00AM- 4:00PM**


**GWINNETT FAIRGROUNDS,  
LAWRENCEVILLE GA**

## CONTACT US:

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 [@southeastplantshow](https://www.instagram.com/southeastplantshow)

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 [southeastplantshow.com](https://southeastplantshow.com)



# ABOUT US

## VISION & MISSION

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: Georgia to become a national destination for houseplant enthusiasts**

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

## OUR AUDIENCE

In its first year, the Southeast Plant Show brought in 1,500 visitors from around the Southeastern U.S. With vendors, influencers, and shoppers from Alabama, Georgia, Florida, North Carolina, South Carolina, and Tennessee. Our 2023 Headline Sponsor joined us from Ecuador.

### INSTAGRAM METRICS

@Southeast Plant Show- 1,264  
Main Sponsor Followers- 16,200  
Vendor Followers- 100,000+

### FACEBOOK METRICS

@Southeast Plant Show- 1,100  
Main Sponsor Followers- 20,300  
Vendor Followers- 45,700





# KEY FESTIVAL ELEMENTS

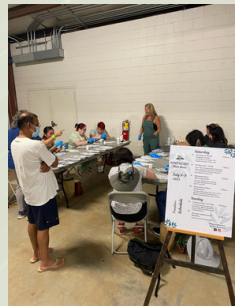
## VENDORS

The Southeast Plant Show's inaugural show in 2023 included 45 local and out of state vendors. Vendors included specialties in multiple areas such as, indoor common, indoor exotic, outdoor landscape, orchids, hydroponics, accessories, bioactive, and plant based products.

In 2024, the Southeast Plant Show will be held in the Expo Center of the Gwinnett County Fairgrounds, an indoor 20,000 sq ft facility, to accommodate more vendors and more patrons.

## EDUCATION

Throughout the show, we host educational and interactive workshops. Vendors and sponsors are encouraged to participate and host a session. The 2023 Southeast Plant Show included 2 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.



# DIGITAL SPONSORSHIP PACKAGE

DIGITAL PERKS FOR COMPANIES  
THAT WANT TO PARTICIPATE BUT  
CANNOT ATTEND

	DIGITAL SPONSOR
Price	\$200 + Giveaway Donation(s)
Number Available	4
Logo Placement	Prominent on all marketing materials
Video	Two- 30 second videos on instagram in reel format
SPS Instagram	5 posts total with at least one post featured per month leading up to the show
Giveaway Announcement at the Event	Giveaway item(s) and winner will be announced over the event speakers and live on social media





# VENDOR PACKAGES

	VENDOR	VENDOR	INFORMATIONAL TABLE
Price	\$200	\$350	\$150
SPS Booth Space	10X10 Booth Space	20X10 Booth Space	8 Foot Table
Logo Placement	Will be on all marketing materials	Will be on all marketing materials (if provided)	Will be on all marketing materials (if provided)
Video	One- 15 second video shared on instagram in reel format	One- 15 second video shared on instagram in reel format	N/A
SPS Instagram	One post total leading up to event	One post total leading up to event	One post total leading up to event



# VENDOR RULES & REQUIREMENTS

**Please read thoroughly before submitting your application. Failure to comply will result in your company not being able to apply for future events.**

- All vendors are required to stay for the entire two day show.
- All vendors are required to stay until the end of the day on both days. That means 6pm on Saturday and begin packing up at 4pm on Sunday.
- All vendors are required to set up the Friday prior to the event. There will not be time to set up on Saturday morning.
- All vendors are required to arrive AT LEAST 30 minutes before the beginning of the event on both days.
- All logos, social media images and reels/video's will be provided by the Vendor in a timely manner.

SCAN QR CODE  
FOR APPLICATION

*we can't wait  
to see you  
there!*

