

RHS CHELSEA FLOWER SHOW

Held in the grounds of the Royal Hospital, Chelsea, London

The Show

Since 1913 the world's greatest flower show has set the standards and trends in gardening all over the world. Magnificent, often highly innovative gardens take their place alongside the Great Pavilion, which is packed with plants, flowers, trees and shrubs in peak condition, including many brand new varieties. The 600 exhibitors also include the very best in gardening products, from conservatories to statuary.

Garden Exhibitors

The RHS makes a special effort to introduce new designers and sponsors to the Show each year. However, the most important criterion for selection is the quality of the proposed design – which, at Chelsea, must be at the very highest level. To be considered by the Gardens Panel, show garden application forms and outline designs need to be submitted about eleven months in advance of the event with small garden application forms and outline designs submitted about 7 months in advance of the event. Selections are then made to allow designers to develop their ideas in time for the Show. As at all RHS shows there is no charge for the site used by your garden - all your funding is invested in the creation of the display.

- Show Gardens

There are usually twenty to twenty five show gardens at Chelsea. Every year the RHS expects several applications for each plot, with design and construction budgets typically ranging from £70,000 to six figure sums.

- Small Gardens

There are usually twenty to thirty small gardens at Chelsea (including Chic, Front, Roof and Courtyard Gardens), and in this category professional designers, amateurs or Clubs and Societies can submit applications. The typical budget for these gardens ranges from £15,000 to £30,000.

Investment Opportunities Delivered by Gardens

Staging a garden is the highest profile activity generated by the show and this type of presence offers an opportunity to gain levels of exposure above other marketing activities, and is an introduction to potential customers in a unique environment.

Commercial Opportunities

Opportunities for publicity at Chelsea are enormous. The benefits generated by your participation are considerable and can be tailored to your needs. A summary of these benefits is enclosed (refer to *Benefits for Sponsors*)

Media Support

The Show benefits from a guaranteed package of peak and daytime coverage on TV – in addition to news coverage from national, overseas and regional TV and radio. In addition, the RHS's official hour-long show DVD is distributed all over the world. There will be major preview features in national newspapers and magazines. Over 1,300 (excluding the BBC Chelsea Team) journalists, programme makers and photographers will attend the Show.

In other words it's worthwhile planning your show-related PR very carefully. The RHS press office needs to be kept constantly informed of your plans and can often advise about special supplements and features relating to the Show. The office also manages Press Day, working with you and other exhibitors to bring you into contact with the journalists who you want to meet. There is also a schedule of photo calls on the gardens. A fully equipped press tent includes a radio station with ISDN links. There are also facilities for your press and media packs to be distributed.

RHS membership and online support

The powerhouse behind every RHS show is the Society's own, rapidly growing membership. Currently numbered at around 370,000, RHS members have a high socio-economic profile associated with high levels of disposable income. The Society's monthly membership magazine, *The Garden*, which provides detailed previews and reviews of shows, currently boasts the highest percentage of AB readers of almost any UK publication.

But the RHS' publicity support doesn't stop there. Your participation in any RHS show is also supported by a major visitor promotion campaign that typically includes above-the-line advertising, press promotions, direct mail, leaflet drops and group marketing on a very significant scale. The shows are also the focus for a growing RHS presence on the Internet. Our own websites are now in continuous development and can increasingly provide links to other relevant sites.

If you would like to explore the opportunities generated by staging a garden in more detail, please contact:

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