



RHS Flower Shows

How the World's greatest gardening events can benefit your business:

Your invitation to meet Britain's gardeners

Gardening has always been Britain's favourite pastime, but in the last decade or so it has become a phenomenon – the inspiration for everything from peak time TV programmes to multi-million pound retail concepts. At the heart of this major consumer market are the great gardening events of the Royal Horticultural Society, Britain's leading gardening charity – including the world famous Chelsea Flower Show. At each event the RHS sets the standards in horticulture by bringing together new ideas and the very best in plants, products and people with a rigorous commitment to quality. Now that gardening is firmly established in the mainstream, more companies from outside the world of horticulture are discovering that RHS Flower Shows can work hard for them and deliver high returns on investments made in activities undertaken at these prestigious events.

Opportunities

The best way to get involved in an RHS Show is to produce or back one of the show gardens. For many visitors these astonishing examples of garden design, planting and construction are the highlight of the Shows - they certainly attract a big share of the media and the specific attention of all the visitors.

Sometimes challenging and fantastic, sometimes highly practical and educational, each garden takes a different theme or brief. Striving for a top RHS medal is only part of the story. Show gardens are used for brand enhancement, profile building, publicity, data capture and launching new products or services. Product sampling opportunities are available at the Hampton Court Palace Flower Show and the RHS Flower Show at Tatton Park.

There is no rental charge for the space your garden occupies. You either come to us with a concept for a garden and a preferred garden designer, or we can introduce you to a designer to manage the project.

The RHS offers advice and quality controls the gardens that are allocated space at the show. You work directly with the designer, ensuring that the garden reflects your marketing priorities and is constructed within your budget.

Benefits

Take part in any RHS Show and your company or brand will be associated with quality, creativity, tradition and all the excitement of a major event which enjoys national media attention.

More specifically, you get the chance to promote your company, product or service to an audience of upmarket garden devotees. RHS Shows are famous for attracting members of the Royal Family, politicians, captains of industry and celebrities from the arts and show business.

Alongside them, around 700,000 enthusiasts visit our shows, many of them affluent people who make up much of the Royal Horticultural Society's membership. Millions more enjoy the Shows through the RHS website, national press coverage and dedicated television and radio programmes.

The events are powerful vehicles for presenting your organisation, brand or service to a targeted audience. Corporate hospitality at RHS Flower Shows comes in all shapes and sizes – from gala previews to hospitality chalets – but it is always memorable, colourful and stylish.

Organisations involved with RHS Shows

Organisations that have recently benefited from involvement with gardens and special features at RHS Flower Shows include:

Accenture	Cartier	Fortnum and Mason	North West
Alpro soya	Cater Allen Private	Gardens Illustrated	Development
AstraZeneca	Bank	Gardening Which?	Agency
Ball Colegrave	Cheshire Building	Garnier Ambre	NS&I
Bank of China	Society	Solaire	Oase UK
Banrock Station	Christie's Fine Art	Goldfish Bank Ltd	P & O Cruises
Barclays plc	Auctioneers	Grand Marnier	Proctor & Gamble
Barbados Tourist	Citroën UK	Haddonstone	Renault
Authority	Copella	Holiday Inn	Royal Bank of
Brewin Dolphin	Country Homes and	Homebase	Scotland
Securities	Gardens	Interflora	Sadolin Woodcare
BBC Television	Countryside	John Lewis	SAGA
BBC Radio	Properties	Kenco	Savills
B & Q	Croft Original	Laurent-Perrier	Singapore Airlines
Blue Circle	Sherry	Lloyds TSB	Specsavers
Bonterra Vineyards	Daily Telegraph	Loire Valley Wines	Stonemarket
Bradstone Home &	Daily Mail	Manchester Airport	Trailfinders
Garden	DEFRA	Marshalls	The Prince's Trust
Landscaping	Department for	Mercedes-Benz	Torres Wines
British Association	Education & Skills	Merrill Lynch	Twinings
of Landscape	DialAFlight	Mitsubishi	Volvo UK
Industries	Evening Standard	Muller Dairy (UK)	Yellow Pages
Cameron	Express Newspapers	National Grid	Yoplait Dairy Crest
Mackintosh	Fetzer Vineyards	New Homes	Yorkshire Tea
	Flemings	Marketing Board	You Magazine

*This list does not include the many of the charities, local authorities, NGO's and other non-for profit organisations who have also invested in gardens to their very considerable benefit.

"The RHS has been inspiring gardeners since 1804 and we intend to do so for many years to come. But there is so much more we would like to do. It is only with the help of partners from the world of business that we can continue to fulfil our mission as Britain's leading gardening charity. We have so much to offer in return for their commitment."

Peter Buckley, President, The Royal Horticultural Society.

**To capitalise on your investment call Maxim de Soissons
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