

IMGC 2023

International Master
Gardener Conference



CELEBRATE • EDUCATE • GROW

June 18 – 22, 2023

Overland Park, Kansas
imgc2023.com
913-715-7000

Welcome Bag / Silent Auction Contributions

Why participate?

Exposure and opportunity!

- 1 **Market** to an expected conference attendance of 1,000 dedicated gardeners.
- 2 **Expose your brand** directly to avid gardeners who are early adopters, thought leaders and influencers.
- 3 85% of promotional product recipients or **17 out of 20 people will become a customer** at some point.
- 4 Market directly to one of the largest volunteer groups in the US: **86,000** highly trained EMG volunteers who directly reach over 8 million consumers.
- 5 **Reach** enthusiastic gardeners through digital marketing and local advertising.
- 6 **Support passionate people** and a hobby that consumes your products.
- 7 **Nurture** love and passion for gardening with those in the community who have discretionary income for gardening interests.
- 8 **Align your mission** with a highly visible and recognizable program.

What is IMGC 2023?

- A biannual educational conference bringing together **Extension Master Gardeners – or EMGs** – from the United States, Canada, England, and South Korea.
- Expected attendance: **1,000 dedicated gardeners**
- Date: **June 18 – 22, 2023** at the **Overland Park, Kansas Convention Center** in the Kansas City metropolitan area.

How can I contribute?

Please complete the attached donation form.

Please give this request the utmost consideration. We'd love to have you join us as an integral component of IMGC 2023!

Who are EMGs?

EMGs

Extension Master Gardeners are volunteers highly trained in basic horticulture and horticulture education by their state's local land grant university.

All 50 states have EMG organizations.

Mission

- Provide researched-based education on lawn and garden information in our communities.
- Help create resilient landscapes, promote food gardening, sustainability, and enhance community well being.

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Conference Highlights

We want to maximize your brand!

Promotional exposure to attendees

- Through items that attendees can keep and use, your brand is distributed far and wide.

Promotional exposure online

- On IMGC 2023 website, across social media and on conference app

Promotional exposure to the public at large

- Nationwide promotion through EMG channels
- Local and regional promotion across the Kansas City metro area and throughout the Midwest
- Conference registration open to the public

5 days!

- 5 dynamic keynote speakers
- Over 40 sessions on research-based and sustainable gardening methods
- Hands-on and interactive workshops
- Tours
 - ▶ Gardens, arboretums, and vineyards
 - ▶ Urban and community garden projects
 - ▶ Kansas City culture, art and architecture
 - ▶ Overnight tour of Kansas prairie and gardens
 - ▶ Local and regional sites showcasing Kansas and the Kansas City metro area
- Networking
- Trade Show
- And just plain fun

Fun facts

- The 400+ EMG volunteers in Johnson County are the first county program to host this event. *We are excited to host the 2023 conference!*
- This is a conference planned by EMGs and for EMGs and the gardening public.
- It's the first time this biannual conference is held in Kansas City since it started in 1987.
- Because of Covid, the 2023 conference is the first in-person conference in 4 years.
- All onsite conference sessions are at the award winning Overland Park Convention Center. Lodging is at the adjacent Sheraton hotel.

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DONATION FORM

Yes, I want conference attendees to see and use my brand!

Thank you for supporting IMGC 2023!

Item Solicited by: _____

Email: _____ Phone: _____

Items for: Welcome Bags (1,200 pieces or less) Silent Auction

First Name:		Last Name:	
Company:			
Address:			
City:		State:	Zip:
Phone: ()		Fax: ()	
Email:			
DESCRIPTION OF DONATION:			
Retail Value: \$		Is this item a Gift Certificate: <input type="checkbox"/> Yes <input type="checkbox"/> No <i>If yes, please list all restrictions and give contact information to redeem if required.</i>	
Restrictions:		Expires:	
Contact Name & Phone #: (if required for certificate)			
CASH DONATION AMOUNT: \$			
Check Enclosed: <input type="checkbox"/> Make check payable to IMGC 2023 Check Number: _____			

Jo Co EMG is a 501(c)(3) nonprofit organization, EIN 48-1144098. Amount of your donation is tax deductible to the extent allowable by law. Save a copy of this form for your records.