

# IMGC 2023

International Master  
Gardener Conference



CELEBRATE • EDUCATE • GROW

June 18 – 22, 2023

Overland Park, Kansas  
imgc2023.com

## Vendor and Trade Show Opportunities

### Why vend in the Garden Thyme Marketplace?

#### Exposure and opportunity!

- 1 **Market and sell** to an expected conference attendance of 1,000 dedicated gardeners and additional members of the public.
- 2 **Expose your brand of garden related or themed items** directly to avid gardeners who are early adopters, thought leaders and influencers.
- 3 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.
- 4 **Reach** enthusiastic gardeners through digital marketing and local advertising.
- 5 **Support passionate people** and a hobby that consumes your products.
- 6 **Nurture** love and passion for gardening with those in the community who have discretionary income for gardening interests.
- 7 **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 be a vendor?

Please complete the attached vendor agreement form and return with your payment.

*Please give this vendor 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 and Vending Highlights



### We want to maximize traffic to your booth!

#### Promotional exposure to attendees

- The *Garden Thyme Marketplace* trade show area is close by for foot traffic. Next to the banquet hall and steps away from the conference hotel and session rooms.
- With 90 minutes for each meal, attendees have lots of time to move between spaces and to shop.
- Two 30-minute breaks every day provide even more time for people to stop in and see your wares.
- Trade Show is open to the general public for increased foot traffic.

#### 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
- Trade show marketplace open and widely marketed to the public

### 5 days of conference! 3 days of vending!

- 5 dynamic keynote speakers, 40 sessions on research-based and sustainable gardening methods, hands-on and interactive workshops and local / regional tours
- 3 days of vending – 1<sup>st</sup> day is for conference attendees only
- Days 2 and 3 of vending – open to public
- Variety of vendors with a large selection of diverse items
- Fun shopping experience for garden and nature inspired art and other garden themed items
- 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.



## Garden Thyme Marketplace Trade Show General Information

### Location

Overland Park Convention Center  
6000 College Blvd  
Overland Park, KS 66211

### Conference dates

June 18 – 22, 2023, Sunday through Thursday

### Garden Thyme Marketplace dates

Move in	June 18, Sunday afternoon, or June 19, Monday morning
Trade show hours	June 19, Monday      Noon – 7 p.m. June 20, Tuesday      10 a.m. – 7 p.m. June 21, Wednesday      10 a.m. – 7 p.m.
Move out	June 21, Wednesday after close

- The loading dock is next to the trade show floor and easily accessible.
- If you need assistance with move in or move out, please contact the IMGC office at **913-715-7000** prior to the conference.

### Booth prices

10 ft x 10 ft      \$250  
20 ft x 10 ft      \$350

Includes pipe and drape with an 8-foot backdrop and 3-foot-high side curtains, which separate you from your neighbors. **Contact us if you are interested in other booth sizes.**

### Good neighbor policy

We will observe a “good neighbor” policy at the trade show. This ensures all exhibitors and attendees have a clear view of booths from the main aisles.

- From the aisle, the first 2 feet of space is limited to 4 feet in height for solid display material.
- After the initial 2 feet from the aisle, there are no height restrictions.

### Is the trade show open to the public?

Yes, on Tuesday and Wednesday.

### Promotion

The trade show is actively marketed in digital and print media, during IMGC tours, and during evening speaker presentations.

### Other needs?

These and other needs can be purchased separately:

Tables	Carpet
Chairs	Water
Presentation panels	Electricity

Please contact the IMGC 2023 office prior to the conference to discuss at **913-715-7000**.

### Parking

Parking is **FREE** in the lots next to the convention center.

*We want your trade show experience to be a great one!*



## Garden Thyme Marketplace Vendor Agreement

This Agreement is between Johnson County Extension Master Gardener Association and vendor to operate a booth at the Garden Thyme Marketplace Trade Show during the 2023 International Master Gardener Conference.

The 2023 International Master Gardener Conference will be held from June 18 through noon June 22, 2023, at the Overland Park Convention Center at 6000 College Blvd, Overland Park, Kansas.

### Vendor Move In:

- Sunday, June 18<sup>th</sup> 2:00 pm to 7:00 pm; or
- Monday, June 19<sup>th</sup> 8:00 to 11:00 am

### Trade Show Hours:

- Monday, June 19<sup>th</sup> Noon to 7:00 pm
- Tuesday June 20<sup>th</sup> 10:00 to 7:00 pm
- Wednesday, June 21<sup>st</sup> 10:00 am to 7:00 pm

### Vendor Move Out:

- Wednesday, June 21<sup>st</sup> after 7:00 pm to 9:00 pm



- Booth assignment and location at the Trade Show will be at the discretion of the Johnson County Extension Master Gardeners. Payment in full is required to guarantee booth space.
- Vendor agrees to have booth setup completed before the Trade Show opening (June 19<sup>th</sup> at noon). Vendor agrees to not begin booth teardown until after completion of the Trade Show (June 21<sup>st</sup> at 7 pm).
- Vendor agrees to maintain a neat and tidy booth for the duration of the Trade Show event and to follow all rules of the Convention Center. All vendor materials will be confined within the booth area keeping all aisles clear.
- Vendor will not mar, deface or damage any part of the Trade Show facility and will leave the vending area used in as good condition and repair as at the beginning of the Trade Show. Vendor is responsible for any damage in its vending area.
- Vendor agrees to staff their booth during all posted Trade Show event hours. There is no guarantee of attendance.
- Vendor is solely responsible for collection and reporting of all Kansas sales tax for items sold during the Trade Show event.
- If vendor requires water, electrical or other special services, vendor is responsible for ordering and paying for the services. *(2023 fees and services not available as of 3-22)*
- Although the Trade Show area will be secured during off hours, vendor is responsible for securing its merchandise.
- Vendor agrees to hold the Johnson County Extension Master Gardener Association and the Overland Park Convention Center harmless and blameless and will make no claim for any reason, for loss, theft, damage or destruction of property, or for any injury to it or its employees, agents, or invitees.
- Vendor may cancel their participation prior to March 1, 2023, with a \$50 cancellation fee. Cancellations after March 1, 2023, will forfeit the booth vending fee.
- Vendor agrees to all the above terms and conditions by signature below.

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## Yes, I want to be included as a vendor in the IMGC 2023 trade show

Please indicate your booth size by checking the appropriate box at the right. **For other booth sizes and questions, please contact us using the information form below.**

<input type="checkbox"/> 10 ft x 10 ft	<input type="checkbox"/> 20 ft x 10 ft
\$250	\$350

Additional Items requested \_\_\_\_\_

Description (to be used on IMGC 2023 website) of products being sold (attach pictures for promotional purposes):  
\_\_\_\_\_  
\_\_\_\_\_

## Payment

Once payment is received, you are added to our vendor listing and all other marketing materials.

- |   |   |
|---|---|
| <ol style="list-style-type: none"><li>1 Please fill out the form below.</li><li>2 Make checks payable to <b>IMGC 2023</b>.</li><li>3 Contact us for any questions:<br/>913-715-7000, tradeshow@imgc2023.com</li></ol> | <ol style="list-style-type: none"><li>4 Please return form and check to:<br/><b>IMGC 2023</b><br/>c/o Johnson County K-State Research and Extension<br/>11811 South Sunset Drive, Suite 1500<br/>Olathe, Kansas 66061</li></ol> |
|---|---|

Vendor/Business Name as listed in promotion \_\_\_\_\_

Business Address \_\_\_\_\_

City/State/Zip Code \_\_\_\_\_

Business Phone Number \_\_\_\_\_ Phone During Conference \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

Vendor/Business Representative Please Print \_\_\_\_\_

I have read and agree to the terms of this agreement \_\_\_\_\_

Vendor Signature