

## Sammy Wallace

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**From:** Jamie Maier [jamiemaier@sternadvertising.com]  
**Sent:** Tuesday, March 03, 2009 9:56 AM  
**To:** Jamie Maier  
**Subject:** Producers of Largest Home & Garden Show in America Announce Premiere Event at Germain Arena

**FOR IMMEDIATE RELEASE: March 3, 2009**

### **PRODUCERS OF THE LARGEST HOME AND GARDEN SHOW IN AMERICA ANNOUNCE PREMIERE EVENT AT GERMAIN ARENA**

***“Gulfshore Flower, Garden & Home Show” Debuts March 2010***

***New Southwest Florida Event Includes Artistic Gardens / Daily Horticulture Lectures / Interior Designer Rooms / Naples Botanical Garden “Ask The Experts” Stage / Culinary Stage / Home Improvement Stage***

ESTERO, FL—Expositions, Inc., owner of the largest home and garden show in America, announces plans to launch a premiere home and garden show event in Southwest Florida. The **Gulfshore Flower, Garden & Home Show** will debut at the Germain Arena in Estero, Florida, March 11-14, 2010. Recognized as the foremost event facility in Southwest Florida, Germain Arena is conveniently located off Interstate 75 and viewed by more than 150,000 vehicles daily. This superior locale paired with an optimistic and buoyant outlook for the impending 12 months, will prove to be ideal for the Expositions, Inc. inaugural event.

The premiere four-day event will be unlike any home and garden show experience in Southwest Florida.

With a total of **80,000-square-feet of exhibit space** the Gulfshore Flower, Garden & Home Show will be larger in size and content than all the local home and garden shows combined. Guests will experience everything from innovative garden displays and educational lectures and presentations to interactive cooking demonstrations, interior decorating concepts and a host of knowledgeable gardening experts.

#### **A Distinctive Difference**

With support from **Naples Botanical Garden**, the 2010 Gulfshore Flower, Garden & Home Show will spotlight **16 blooming gardens** designed and installed by top-rated landscape architects from Southwest Florida. The world-class Naples Botanical Garden will design and oversee construction of the event's **Feature Garden**, centrally located inside the Germain Arena. Leaders from the Naples Botanical Garden will also host an intimate **“Ask The Experts”** gardening forum inviting guests to pose questions, interact with seasoned horticulturists and participate in dialogue led by Southwest Florida's authority on gardening. The fragrance and color from the majestic garden displays and floral features will create an impressive visual and serve as the event's signature component and distinctive trademark.

“Strolling through the gardens and interacting with professional landscapers will be the major attraction for guests,” says Chris Fassnacht, President of Expositions, Inc. “The sophisticated garden displays will include thousands of budding flowers as well as beautiful water features and intricate stone patios. Guests will truly be astonished by the attention to detail and quality craftsmanship.”

The event will encompass the entire Germain Arena, including the venue's concourse and several covered structures in the adjacent outdoor space. The 2010 Gulfshore Flower, Garden & Home Show will offer Southwest Florida a true destination to gather smart ideas, collect expert lawn care advice and view the latest in gardening design. This new Show will be the ultimate source for horticulture and home improvement inspiration and Southwest Florida's must-see event of the year.

“We're extremely pleased to be hosting this premiere event and are excited to add the Gulfshore Flower, Garden & Home Show to the arena's diverse schedule of special events,” says Sammy Wallace, Vice President of Event Programming at Germain Arena. “Temporarily installing blooming gardens inside and outside the arena will be a unique task, but we're up for the challenge. The team from Expositions, Inc. has

a successful track record and we anticipate an extraordinary, one of a kind event.”

The Expositions, Inc. ([www.expoinc.com](http://www.expoinc.com)) resume includes production and ownership of the largest home and garden show in America, which spans 20 indoor acres and annually draws 200,000 visitors to Cleveland, Ohio. In addition, the event producer has an established roster of blue chip sponsors and longtime endorsers, including *Better Homes & Garden Magazine*, The Home Depot, GMC, Sherwin-Williams, Toyota and Fifth Third Bank.

### **Advice & Entertainment**

In addition to high-end garden displays, a **culinary stage**, as well as multiple **seminar stages**, will be prominently featured to educate and entertain guests. Area experts from Southwest Florida will be on-hand daily to conduct “how to” lectures and presentations as well as discuss a range of interesting topics, including green living and building, lawn care, interior design and home improvement.

For homeowners seeking decorating solutions, guests are invited to browse several “**designer rooms**.” Styled from floor to ceiling using the latest interior design trends, the professionally designed room concepts will showcase various decorating styles and paint colors for the most popular spaces in the house. Plus, **300 vendors** will offer the latest in home and garden trends, providing even more applicable ideas to take home.

“This show is ultimately being designed to provide guests with a multitude of project ideas that can enhance the beauty and value of their home,” explains Fassnacht. “With foreclosure rates numbing Southwest Florida real estate, your home is a vital investment. The hard work and effort invested during the housing slump will be to your benefit when the market shifts. I’m confident the new economic stimulus plan will have produced some positive effects by the time the Gulfshore event debuts next year.”

### **Experienced Event Producer**

While the Gulfshore Flower, Garden & Home Show marks the company’s first endeavor into the Florida market, Expositions, Inc. has already established a satellite office in Southwest Florida. According to Fassnacht, Southwest Florida is the ideal locale for extending the company’s brand and increasing its portfolio of outstanding events.

Expositions, Inc. has a 73-year history of producing high quality home and garden shows as well as sport, travel and outdoor shows. Established in 1937, the team at Expositions, Inc. has more than 125 years of combined event production and management experience. During the past seven decades, the company has rented more than 48 million square-feet of exhibit space and attracted more than 15 million attendees to its various events.

The plans for the Gulfshore event will be based upon a proven and successful event formula, which for Southwest Florida includes hiring top-notch landscape design architects, engaging experts from the Naples Botanical Garden and relying upon the best local garden centers and nurseries. Fassnacht expects transplants and snowbirds from the Midwest, who are familiar with events produced by Expositions, Inc., will endorse and embrace the new Southwest Florida show.

“With cooperation from the city of Estero, Germain Arena and the support of Naples Botanical Garden, the Gulfshore Flower, Garden & Home Show will be a distinct attraction,” says Fassnacht. “In fact, I’m confident it will become a Southwest Florida destination. We know this event is going to grow to become Southwest Florida’s annual source of inspiration and valuable expert advice.”

### **General Event Information**

The four-day Gulfshore Flower, Garden & Home Show will debut March 11-14, 2010 at the Germain Arena in Estero, Florida. Advance tickets will be made available beginning in December 2009. Visit [www.gulfshoregardenshow.com](http://www.gulfshoregardenshow.com) frequently for updates or contact Chris Fassnacht at Expositions, Inc. at 800-600-0307 ext. 32.

### **Germain Arena Information**

Germain Arena ([www.GermainArena.com](http://www.GermainArena.com) <http://www.GermainArena.com>) has hosted over 1,000 events with 4,000,000 guests attending such shows as Elton John, Brad Paisley, Cher, along with family events like Disney on Ice, the Harlem Globetrotters and Sesame Street Live. The facility is also home to both hockey’s Florida Everblades of the ECHL and arena football’s Florida Firecats of af2. Germain Arena is just minutes from Naples and Ft. Myers off of I-75 at Exit 123 in the growing Southwest Florida community of Estero.

**Exhibitor Information**

Exhibit space for the Gulfshore Flower, Garden & Home Show will be available immediately. For an exhibitor prospectus, call Expositions, Inc. at 800-600-0307 or contact local sales agent Arnold Mausser at 239-322-8379 or [arnold@gulfshoregardenshow.com](mailto:arnold@gulfshoregardenshow.com).

**Sponsorship Information**

Title and presenting sponsorships, as well as official category sponsorships, are now available. For details and opportunities, contact Brian Roggenburk at USA Expositions at 440-348-0960 ext. 222 or [broggenburk@usa-expo.com](mailto:broggenburk@usa-expo.com).

**Advertising Information**

For advertising opportunities with the Gulfshore Flower, Garden & Home Show, contact Lynne Trivelli at Stern at 216-464-4850 ext. 3805 or [lynnetrivelli@sternadvertising.com](mailto:lynnetrivelli@sternadvertising.com). Stern is a wholly owned subsidiary of Omnicom Group Inc. and offers strategic advertising and public relations services for multiple national accounts including Kay Jewelers, Jared the Galleria of Jewelry and Aspen Dental.

*Expositions, Inc. is a proud member of the Florida Nursery Growers & Landscape Association, Naples Botanical Garden, Estero Chamber of Commerce, Lee County Building Industry Association and Collier County Building Industry Association.*

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