



The Calgary Horticultural Society was formed in April 1908 by a group of passionate individuals who wanted to share the love of gardening with others. In the early years, the Society focused on turning Calgary from prairie grasslands to a blooming oasis. Local business leaders dreamed of creating a more hospitable place with trees for shelter and windbreaks, irrigation, and blossoms to welcome newcomers.

Together with the City of Calgary, the Society planted over 20,000 trees between 1910 and 1914, and since then has become involved with a variety of community projects around Calgary. Together, the Society and the City have helped gardens become more eco-friendly by educating gardeners on the benefits of native and water-wise plants. Today, the Society is the largest and most active horticultural society in Canada, providing a variety of workshops, events, and assistance to Calgary gardeners. The Society is a registered charity and proud of its legacy and serves over 3,500 members.

The Society delivers year-round garden interest learning and value to support our vision *Gardening for Life*. The Society hosts signature events that bring the community together to share their garden passions with presentations, videos, panel discussions and vendors.

Think Spring! Event - February 5 and 6, 2022

The Calgary Horticultural Society is launching the Think Spring! event. The two-day virtual event includes keynote speakers, presentations to inspire gardeners at the beginning of the growing season in the Calgary area, an online marketplace, photo contest, a raffle, prizes and more!

Gardeners and learners will learn:

- Tips and tricks to implement in their garden
- Interact with other speakers
- Participate in Q and A
- Watch panel discussions
- Able to have a one-on-one chat with exhibitors
- Support local businesses

Event Dates and Platform

February 5 and 6 from 9:00 am to 5:00 pm
Event Platform: www.pheedloop.com

Attendance

Our online events in 2020 generated a huge attendance in audience. We had over 1000 people attend our spring and summer Day of Learnings offered on YouTube and Zoom Cloud Meeting. In 2021 we moved our events to a virtual platform (www.pheedloop.com) and over 600 attendees attended our virtual events while we continued to offer our online programming through Zoom Cloud meetings.

The Society plans to build learning opportunities for our audience and is very excited to showcase our exhibitors to this key target audience. This is a prime opportunity for your organization or business to showcase and sell your unique products and services.

Booth options

Booth prices are listed below. Booths are available for you to book.

BOOTH	BOOTH COST
EXHIBITOR BOOTH (Affiliate member/Non-profits) *	\$25

**Exhibitor booth will have the space for your product offerings, upload video, social media, chat option and a one-on-one call with your audience.*

All exhibitors will be given one (1) access pass to access the exhibitor portal. You will be able to connect with your attendees through a one-on-one call and through the chat function. Alternatively, you can also use the space to advertise your product offerings and we will be able to disable the chat function. Attendees will be able to connect with you through your email and other social media platforms.

Exhibitor Booth

An exhibitor booth is for a business that wants to be featured in the trade show hall. Each exhibitor will be able to update their page with their bio, picture, add social media hashtags, etc. All exhibitors can have private one-on-one video meetings with attendees to demonstrate their products or answer questions. The login credentials will be sent to you on January 17, 2022.

Design Materials

The Calgary Horticultural Society will update the exhibitor profile page with as much information provided. The exhibitors will also be able to update them through the exhibitor portal. Invitations to edit the page will be sent to you on January 17, 2022. The following are required for the staff to set you up as an exhibitor.

Required

1. Logo – Wide version of logo recommended with a transparent background
2. Thumbnail - A square representation of the logo. Displayed in lists and icon sets.
Recommended size: 500 x 500 PNG or JPEG, no white space.

Optional

3. Banner – 1000 w x 400 h PNG or JPEG. No white space
4. Promotional Video - Supports a single MP4 file up to 100 MB (duration of video depends on resolution, usually 5 - 10 minutes of HD quality), typically 16:9 aspect ratio.
5. Social Media Information: Twitter Link, YouTube Video link (any promotional video link), Facebook, LinkedIn, Instagram

All graphic files can be uploaded [here](#).

More information

Calgary Horticultural Society Website: <https://www.calhort.org/>

Event website: <https://pheedloop.com/EVEFKKPIIUIY/site/home/>

Think Spring Event page: <https://www.calhort.org/whats-happening/think-spring/>

Exhibitor Training Video: <https://pheedloop.com/more/virtual-exhibitor-training>

Contact

If you have any questions regarding the event, please email Nisha Sridhar for more details.

Nisha Sridhar, Events and Partnerships Coordinator

Events@calhort.org

If you would like to contact our Membership Coordinator for more information about sponsorship, please email:

Susan Moorman, Membership Coordinator

membershipcoordinator@calhort.org

Call for
**Exhibitors &
Sponsors!**

CALGARY
HORTICULTURAL
SOCIETY

THINK
Spring!

greengate 
GARDEN CENTRES LTD.

February 5 & 6

Launch the growing season with us!

It's Calgary's only *gardening* dedicated show. Showcase your business and products and build your brand with Calgary gardeners!

Register today!

Secure your spot—email us at events@calhort.org or call **587.390.7165**

Visit [calhort.org/What's Happening/Think Spring!](http://calhort.org/What's_Happening/Think_Spring!)



Think Spring Event

EXHIBITOR APPLICATION

Book your booth today for the 2022 Think Spring Event
Feb 5 and 6 from 9 am to 5 pm
Event platform: www.pheedloop.com

A **signed application** must be received to secure your booth.
We have your market, let's keep working together.

2022 Think Spring Event Exhibitor Application

Company Name: _____

Mailing Address: _____

City: _____ Province: _____ PC: _____

Primary Contact Name: _____

Phone: _____ Cell: _____ Fax: _____

Email: _____ Website: _____

Alternate Contact Name: _____

Phone: _____ Cell: _____ Fax: _____

Email: _____

Type of Exhibit (please provide a brief description):

The Society reserves the right to refuse applications.

BOOTH TYPE

BOOTH COST

- EXHIBITOR BOOTH (*Affiliate members and non-profits*) \$25

**Exhibitor booth will have the space for your product offerings, upload video, social media, chat option and a one-on-one call with your audience.*



Think Spring Event

2022 Think Spring Event Exhibitor Application

PAYMENT INFORMATION

A full payment to the booth of your choice is required to hold your space.

The Society does not retain credit card information, please provide the following:

CREDIT CARD

VISA MASTERCARD Credit card # _____ Expiry _____

CVV _____ (3 digit number on the back of your card)

Signature: _____

CHEQUE - Please make cheques payable to the Calgary Horticultural Society

Call the office at 403 287 3469 if you would like to send payment information through phone.

DECLARATION

I have read the Exhibitor Information and Application and agree the Calgary Horticultural Society and its volunteer organizing committee is not liable for disruptions to the 2022 Think Spring Event due to acts of God or any case beyond the committee's control. I have **also read the attached Exhibitor Terms and Conditions**, including the Refund/Cancellation policy. I agree to abide by these conditions.

Signature: _____ Date: _____

- I would like to donate a prize to the free draws held during the Event.
- I would like to provide a recorded video for the Watch and Learn Room.
- I would like to advertise the Event on my website and other social media channels.

Please mail, fax or e-mail your completed application along with payment to:

MAIL: Calgary Horticultural Society 208 50th Avenue SW, Calgary, AB T2S 2S1

E-MAIL: events@calhort.org

If you have any questions email events@calhort.org

FOR OFFICE USE ONLY	
Booth Type:	Booth # Assigned:
Date Paid:	
Additional information:	



Think Spring Event

February 5 and 6, 2022

2022 Think Spring Event Exhibitor Terms and Conditions

1. The Calgary Horticultural Society (“the Society”) agrees to provide the Exhibitor with technical assistance in adding booth information to the event platform and provide one (1) access pass in return for payment of the designated rental fee.
2. The booth purchased may not be shared without prior consent by the Society.
3. You acknowledge and agree that the Society in its sole discretion, reserves the right to change any and all aspects of the virtual event, including but not limited to, the themes, content, program, speakers, and hosts. The event shall be recorded and will be accessible to the participants until 9 am of February 14.
4. Disruptive Conduct. You acknowledge and agree that the Society reserves the right to remove you from the event if the Society, in its sole discretion, determines that your participation or behavior creates a disruption or hinders the event, or the enjoyment of the Event content, by other attendees.
5. All event related materials are designed for the Think Spring Event. They must not be distributed to any third party at any time or in any form without written permission from The Calgary Horticultural Society.
6. The Society reserves the right to deny an exhibitor who engages in, or is reputed to engage, in unethical or non-compliant business practices.
7. The Society and PheedLoop will register your email address in our event and exhibitor databases. Please ensure that your valid email address is entered correctly in the form. Be sure to periodically check your junk email folder in case any of your Event email(s) are caught by spam filters. Please add events@calhort.org and office@calhort.org to your safe senders list and address book.
8. Payment. The payment of the applicable fee for the Event is due along with this application form. If this payment is insufficient, or declined for any reason, the Society may refuse your access to the Event and shall have no liability in that regard. **Please note: Payment can be made via Mastercard/Visa or cheque only.**
9. The Society reserves the right to cancel the Event and shall not be liable in damages or otherwise by reason of any such cancellation. In addition, The Society shall not be liable in damages or otherwise for failure to carry out the terms of this Agreement in whole or in part due to circumstances beyond the control of the Society. The Society will make a refund of all monies paid by the exhibitor to the Society in the event that the Event is not held.
10. Any cancellation of this agreement must be submitted in writing by the applicant. **A full refund is available upon receipt of a written request and must be received before January 24. Any cancellation notice received after midnight January 24, 2022 shall be made without a refund. Please note all refunds take up to 30 days.**



THINK
Spring!

We are back with launching yet another virtual event for gardeners. This time our focus is to get them ready for spring. Gardeners often look forward to spring to learn tips and tricks to implement in their own garden in the upcoming season. Hence, we are launching our event in February to give them the time to learn and absorb all the knowledge before they make an informed decision when spring arrives.

The event we are proposing will have a lineup of talks, a marketplace with vendors and sponsors able to have a page showcasing their products, representatives from their store available for a chat/one-on-one private call and able to upload videos and files to their page.

All speaking sessions will be delivered on Zoom or as recorded videos. Sponsors will have their own dedicated vendor page.

We are asking you to be the support sponsor of our event.

Event Date: February 5 and 6, 2022

Platform: PheedLoop virtual events (www.pheedloop.com)

By sponsoring our event, you are raising awareness about your company, you have a platform to engage local gardeners and help educate them so they can be successful growers.

We look forward to working with you.

Supporter - \$250

As a Supporter, your logo is displayed in on the Society's website and in several locations on the event website.

Pre Event

Your logo:

- Is displayed on the Society's event website page that directs ticket purchasers to the PheedLoop event page
- Is included on event advertisements such as in the Society's Gardeners' Corner e-news and in the Society's *Calgary Gardening* magazine.

During the Event

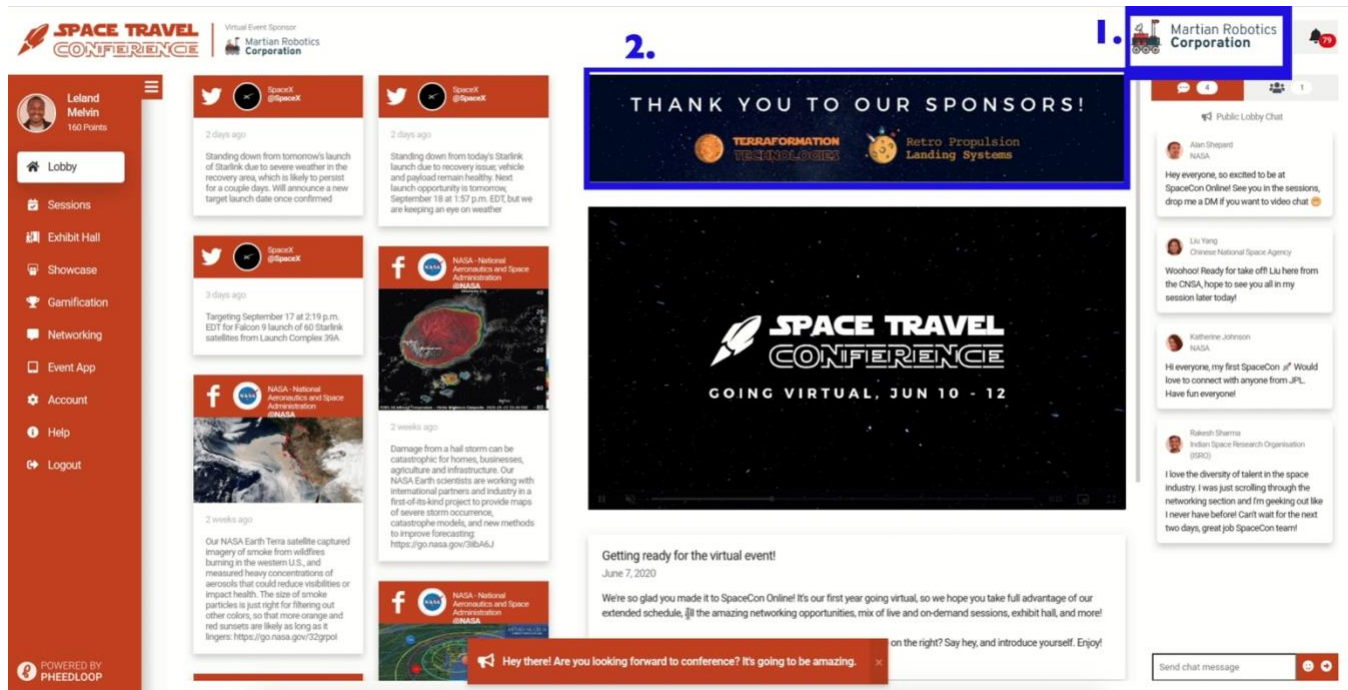
- Your logo is displayed - on Login Page Banner, Lobby Banner, Portal Header Sponsor Carousel
- Business is listed in the exhibit hall
- Your logo appears in all email communications to ticket holders from the event platform
- Your logo is displayed in the sponsor directory of the event

Post Event

- Will recognize your company as a "Supporter" along with other sponsors in the *Calgary Gardening* magazine April issue.

Overview of logo placements

Logos are placed in the regions marked in blue (page is an example and does not reflect the Society's event branding).



1. Lobby Banner
2. Portal Header Sponsor Carousel (shared with other sponsors)

Supporter - \$250 (Value of \$1,800)

The sponsorship value is based on the visibility score offered by PheedLoop and if it is offered to single or multiple sponsors. The rate is based on visual/video/printed content. The supporter sponsorship value is \$1,800 and being offered for this virtual event at the rate of \$250. As a supporter you get a lot of exposure in the event platform. Below are further value details:

	Offered to Single/Multiple Sponsor	Visibility Score
PheedLoop		
Login Page Banner	Multiple	High
Lobby Page Banner	Multiple	High
Portal Header Sponsor Carousel	Multiple	Medium
Exhibit Hall listing	Multiple	High
Email Communications	Multiple	Medium

TOTAL Value

\$1,800

Contact

If you have any questions, please email Natasha Guillot for more details.

Natasha Guillot, Executive Director

Executivedirector@calhort.org

or

Susan Moorman, Membership Coordinator

membershipcoordinator@calhort.org

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