



**THE MELBOURNE INTERNATIONAL
FLOWER & GARDEN SHOW**

A LITTLE ABOUT THE SHOW

Playing host to over 700 retail, landscape & floral design exhibits, children's activities, great food & entertainment the Melbourne International Flower & Garden Show is a world class event that caters for the whole family.

In 2017 the Carlton Gardens and Royal Exhibition Building will again be awash with vibrant blooms & stylish landscapes as the highly anticipated Melbourne International Flower & Garden Show returns for its 22nd year.

Hosting over 100,000 Show visitors across the five days, MIFGS is once again set to amaze, delight and inspire enthusiasts with its unique balance between living art and the Australian lifestyle, as Australia's leading landscape and floral designers demonstrate their skill and imagination through an array of innovative and creative designs.



A LITTLE ABOUT THE SHOW

As the largest event of its kind in the Southern Hemisphere, this prestigious event is a part of the fabric of Melbourne; Australia's events capital.

The world heritage listed Royal Exhibition Building and Carlton Gardens provide a very unique and stunning backdrop that transforms into an Autumn wonderland of landscape designs and floral artistry from the traditional to the contemporary, continuing to promote and enhance Victoria's reputation for horticulture both nationally and internationally.

This prestigious event continues to grow each year into one of unequalled stature and reputation. This growth can be attributed to the support the Show receives from its exhibitors as well as other key stakeholders from the horticultural industry, media, sponsors and of course the attending public.



WHY EXHIBIT AT MIFGS?

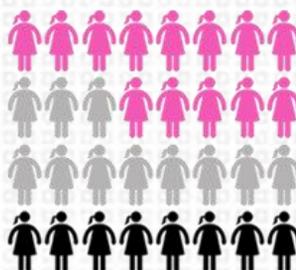
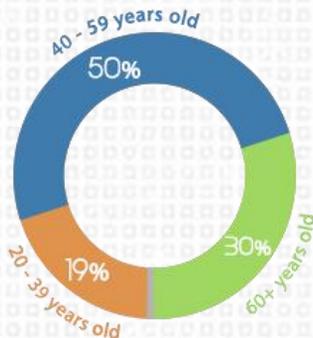
Event Snapshot

100,000+

visitors across 5 days



EXPOSE YOUR BRAND
TO A HIGHLY TARGETED
AUDIENCE



41%
SPEND
\$100+

31%
SPEND
\$50 - \$100

28%
SPEND
\$0 - \$50

More than 2.1 million visitors over 22 years

WHY EXHIBIT AT MIFGS?

Gardening has always been one of Australia's favourite pastimes but in the last decade or so it has become a phenomenon - the inspiration for everything from peak time TV programmes to multi-million dollar retail concepts. At the heart of this major consumer market is one of the world's great gardening events - the Melbourne International Flower & Garden Show (MIFGS).

At each MIFGS event the gardening and floral industries set the standards in horticulture by bringing together new ideas and the very best plants, products and people with a rigorous commitment to quality and sustainability.

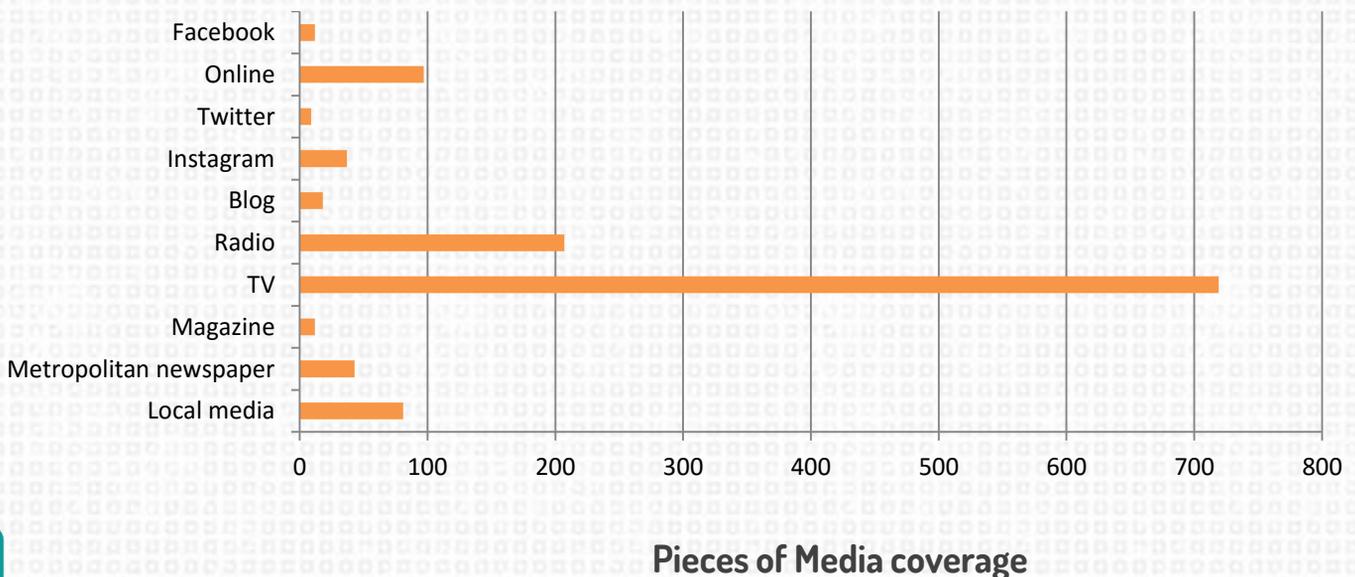


WHY EXHIBIT AT MIFGS?

Take part in MIFGS and your brand will be associated with the environment, sustainability messaging, tradition, quality and all the excitement of a major event which enjoys strong national media attention.

The Show's PR company engages with key media across Australia to generate positive coverage surrounding the high calibre of exhibitors and family friendly activities on offer at MIFGS. For the 2016 show, in total 1,236 pieces of coverage were secured, generating advertising value equivalent to \$6,260,191 reaching an audience of over 72.1 million.

MIFGS attracts a very broad mix of trade and community visitors, with a strong family attendance on the weekend. Hundreds of thousands more enjoy the Show through the MIFGS website, national press coverage and associated television and radio programmes.



WHY EXHIBIT AT MIFGS?

GARDENS BY TWILIGHT RETURNS...

In 2017 MIFGS will again open its gates to the public for one night only for the special event, 'Gardens by Twilight'. ***Gardens by Twilight will provide visitors with the unique opportunity to see the entire Show by night in a truly magical setting.***

Hosted on Friday 31st March the Show will be open until 9.30pm & the evening will feature a range of entertainment from live fire acts, glow performances, street buskers and music as well as the usual retail, landscape & floral design exhibits that can be seen during the days. Gardens by Twilight will give retail exhibitors the opportunity to attract new, after-hours buyers. Visitors will also be able to enjoy a meal from some of Melbourne's best Food Trucks, grab a drink from the Twilight Bar & sit amongst the Central Boulevard's Avenue of Plane Trees and enjoy the light show or spread a picnic rug on the grass to enjoy the atmosphere.



WHAT'S NEW IN 2017?

In 2017 MIFGS will be undergoing some major changes which will give the Show a whole new look & feel for visitors & exhibitors alike.

Marquee Structures

The official marquee supplier, Harry the Hirer, has created a range of bespoke marquee facades exclusive to MIFGS & we will be unveiling them at the 2017 Show.

Each Outdoor 6x6m & 6x3m Packaged Site purchased will come with the custom designed façade as part of the installed marquee (see examples below). Exhibitors who order their own marquee through the Official Supplier will also have the option to have the custom façade fitted at an additional cost. The Exhibitor business name & site number will be integrated into the façade design to ensure the business brand is well represented & visible to all visitors.



WHAT'S NEW IN 2017?

Catering Outlets

All catering areas of the Show, both inside & out, will be getting a facelift & will be integrated into the theme of the Show like never before.

The catering experience will be designed to bring a sense of pleasure and relaxation to visitors. Offerings will include hand sculptured delights and taste sensations from the garden, land and sea. Each area will display innovation, colour, freshness and sensory experiences designed to attract food adventurers, growers and enthusiasts. See below for examples of the look & feel of the new areas *(Design & layout subject to change)*.

Each area will aim to connect to the environment in which they are situated, while the offer focuses on sustainable practices, education and the use of local and regional produce.

THE
GROWERS
BRASSERIE
by gema

THE
GREEN HOUSE
KITCHEN MARKET
by gema



THE
BOTANIST
AND THE BAKER
by gema

THE
BEE & GARDEN
HIGH TEA
by gema



A LITTLE MORE ABOUT THE SHOW

Show Opening Hours

MIFGS trading hours are listed below & in 2017 we will again see the Show host 'Gardens by Twilight' on the Friday night, 31st March.

Visitors will get to experience all that the Show has to offer but in the most magical nighttime setting. Exhibitors will have the opportunity to capture the attention of the after-work crowd & experience MIFGS in a new light with trading hours for all sites at the Show being from 9.00am until 9.30pm that day.

Show Day	Show Open	Show Close
Wednesday 29 th March	9.00am	5.00pm
Thursday 30 th March	9.00am	5.00pm
Friday 31 st March	9.00am	9.30pm for Gardens by Twilight
Saturday 1 st April	9.00am	5.00pm
Sunday 2 nd April	9.00am	5.00pm

NEED MORE INFORMATION?

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For further information about the show,
please call Show Management on 03 9864 1111
or by emailing info@melbflowershow.com.au

**2017 Melbourne International Flower & Garden Show
is brought to you in partnership with:**



Nursery & Garden Industry
Victoria



Victorian Farmers
Federation
Flowers Victoria