

MARCH 25 - 27, 2011
PRAIRIELAND PARK
SASKATOON, SASKATCHEWAN

EXHIBITOR APPLICATION

New in 2011 - Gardenscape continues to grow and is pleased to launch the expanded show and exhibitor criteria that focuses on Saskatchewan products and "Outdoor Living". This is your opportunity to showcase your Saskatchewan produced products, barbeques, outdoor kitchens, and outdoor living comforts.



www.saskatoonex.com • contactus@saskatoonex.com • 306.931.7149



Show Dates & Times:

Friday, March 25, 2011	11:00 a.m. to 10:00 p.m.
Saturday, March 26, 2011	9:00 a.m. to 8:00 p.m.
Sunday, March 27, 2011	11:00 a.m. to 5:00 p.m.

Move-in Times:

Wednesday, March 23, 2011	By Appointment Only 8:00 a.m. - Noon
Wednesday, March 23, 2011	Noon - 8:00 p.m.
Thursday, March 24, 2011	9:00 a.m. - 8:00 p.m.

Move-out Times:

Sunday, March 27, 2011	5:00 p.m. - Midnight
Monday, March 28, 2011	6:00 a.m. - 10:00 a.m.

Services Provided:

1. Security: 4:00 p.m. Wednesday, March 23, 2011 to Monday, March 28, 2011 at 10:00 a.m., during nonshow hours.
2. Forklift - available during set-up and tear-down.
3. Electrical - one 110v outlet per space. Please indicate on application if additional service is required.
4. Drapery - eight-foot high backs; four-foot high sides.
5. Exhibit aids - you can rent tables, chairs and other display material from Hub City Display, the official show supplier. Order forms will be included in the confirmation package.
6. Overhead door dimensions: 1 - 24' X 20', 2 - 12' X 14' - Hall D; 20' X 20' - Hall E.
7. Exhibit awards - awards will be presented for best display in designated categories.
8. Exhibitor badges may be obtained at the Events Office.
9. Exhibitors' reception - an informal social is planned for Saturday, March 26 at 8:00 p.m.
10. Rental space fees will be refunded, with the exception of \$50.00 administration fee, when cancellations are received by February 4, 2011. No refunds will be paid on later cancellations or no-shows. Prairieland reserves the right to reject or cancel any or all orders or confirmations and refund rental fees paid.

Suggestion to Exhibitors:

1. Apply early and provide generous detail regarding your proposed exhibit.
2. Order a private phone for your booth by contacting SaskTel directly at (306) 310-4287.
3. Prairieland Park official sign supplier - Pelican Signs & Decals Inc. (306) 384-0356.
4. The Saskatoon Travelodge is the Official Host Hotel for Saskatoon Prairieland Park. For reservations call 1-888-278-4209, quote rate code: PLP. Further information will be sent with your confirmation package.

Return Application Form to:

Saskatoon Prairieland Park Corporation
 P.O. Box 6010
 Saskatoon, SK S7K 4E4
 Telephone: (306) 931-7149 Fax: (306) 931-7886
 Email: events@saskatoonex.com

Susan Kuzma - Manager - Special Events
 Shelley Wing - Exhibit Administrator
 Janice Gerse - Special Events Administrator
Application Deadline: December 28, 2010

GARDENSCAPE . . . Saskatchewan's original gardening, landscaping and outdoor living show is a proven marketing tool for your business. Below are the record setting 2010 attendance figures along with some survey results:

2010 Attendance Figures: Friday..... 8,177
Saturday ... 11,774
Sunday 6,902
Total 26,853

Survey Statistics: 74% of 2010 Gardenscape attendees purchased goods
77% of 2010 Gardenscape attendees were female
Age Demographics (top two categories):
48% were 46 - 64 years of age
19% were 36 - 45 years of age

GARDENSCAPE will occupy more than 150,000 square feet in Halls A, C, D & E. The 2011 show will feature up-to-date information in the two theatres, model display gardens, Prairie Berry Café, the Garden Bistro, Art Exhibit, as well as new products and services offered from horticulture-related commercial exhibitors and societies. New this year is the BBQ Cooking Show.

In keeping the show focused on horticulture, all exhibitors must meet the criteria of providing backyard living and horticulture-related products and services to exhibit in the show. See the enclosed information regarding the expanded show and exhibitor criteria, and the BBQ Cooking Show. Trade show applications are accepted on a first-come basis, so please return your application early to ensure your acceptance for 2011. Post-dated cheques to December 28, 2010 will be accepted and credit card payments will be processed after December 28, 2010, if requested.

Please join us in congratulating the 2010 booth award winners, Expocrete Concrete, Deptuck's Landscaping and Farm & Garden Centre of Saskatoon for an outstanding job. Thank you to all the exhibitors for a job well done . . . this award could be yours in 2011!

Be sure to schedule GARDENSCAPE into your marketing plans for 2011. Jason Hynd, Manager - Corporate Sales & Sponsorship at Prairieland Park, has developed many new GARDENSCAPE marketing and sponsorship packages at all levels. Please see the enclosed sponsorship brochure, or contact Jason directly at 683-8896 or email at jhynd@saskatoonex.com.



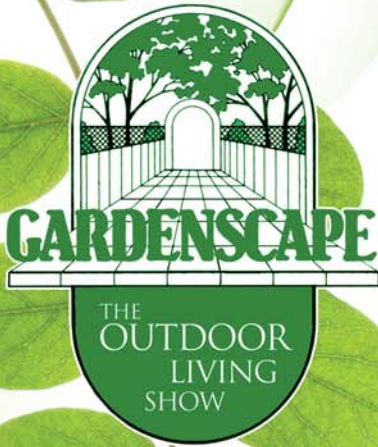
Feature Speaker - Jim Hole

Jim Hole lives in Edmonton, Alberta and works nearby at his family's greenhouse and garden centre in St. Albert, where he divides his time between writing about what he does and doing what he writes about. Explaining what makes plants tick is Jim's specialty, and he does it without ever losing sight of the beauty and wonder that make gardening enjoyable. In addition to writing bestselling books, weekly newspaper columns and a twice-yearly magazine, *Enjoy Gardening*, Jim can be heard regularly on CBC radio and seen weekly on City TV's Breakfast Television.

Jim's current challenge is the relocation of Hole's Greenhouses to a new state-of-the-art facility next to Lois Hole Centennial Provincial Park. The Enjoy Centre is a community of partners: a spa, a restaurant, a bakery, a garden centre and a convention space—everything you need to create a lifestyle about you.

For more information, visit www.enjoygardening.com.





MARCH 25 - 27, 2011

Get Inspired - backyard living ideas from industry experts.

Admission Prices:

(prices include GST)

Daily General Admission	\$12.00
Two-Day Admission	\$18.00
Children (15 & under)	FREE

2011 Gardenscape Committee:

Jackie Bantle	Rod Reid
Joe Bloski	Rick VanDuyvendyk
Gloria Gingera	Jill Turner
Adele Kulyk	Ron Berry
Linda Reese-Friesen	

Saskatoon Prairieland Park Corporation is a world-class destination for major programs, events, and entertainment. Prairieland Park produces, hosts and facilitates extraordinary events through superior, first-rate customer service.

For more information about Prairieland Park, visit www.saskatoonex.com.

Thank you to Prairieland Park's Corporate Partners:

