

The Annual Garden Show

(TAGS)

13th – 14th September 2014

Get Inspired! Get Gardening!

The gathering of the best of Zimbabwe's Garden Industry
Providing a platform for the public to come and see what we offer
Innovative Plants, Design, Ideas and Products

An event for people to:

- ❖ Get ideas that they can implement in their own gardens
- ❖ Get face-to-face advice from experts
- ❖ Listen to talks and demonstrations on important garden topics

A showcase of your products, services and expertise and
an opportunity to network, promote products and swap ideas within the Garden Industry



Venue: **Thorntree Lodge**
Enterprise Rd, Harare

An upmarket showcase for the Garden Industry at a beautiful, spacious venue where everyone can come and enjoy a lovely day out while being inspired to get involved in their gardens.

Brought to you by:



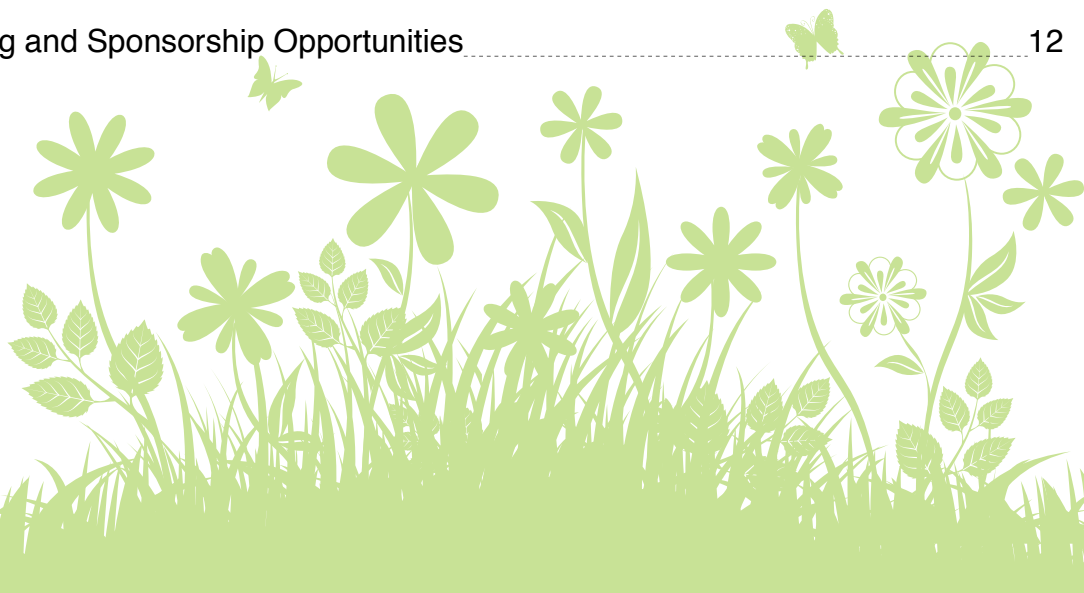
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www.thegardenclub.co.zw

Contents:

Title	Page #
Category 1: Nurseries & Landscapers	3
Category 2: Garden Feeding Products	4
Category 3: Service Providers, Tools,	5
Equipment & Garden Accessories	
Category 4: Floral Designers	6
TAGS Design Competition	7
Special Talks	8
General Information	9
Draft Itinerary	10
Application Form	11
Marketing and Sponsorship Opportunities	12



Category 1: Nurseries & Landscapers

Nurseries are invited to apply to **Host a Stand** and to Participate in the **TAGS Design Competition** (below). Here are the details for Stands:

Display

Nurseries/Landscapers will be constructing their stands as a mini-garden. You are welcome to have any/ all of the plants and accessories in your display on sale. We would encourage you to arrange your stand so that people can walk inside/ walk through it and experience some of the atmosphere and ethos that your nursery has to offer.

Suggestion: We would like to encourage nurseries and landscapers to provide the public with an opportunity to ask questions about different plants, growing conditions, feeding, pest-control, problems they might have, etc. In view of that it would be great to have your experts on hand and perhaps to provide a seating area for people to chat to you or just to sit and enjoy the garden you've created.

Stand Sizes & Costs

5m x 5m Cost: \$100.00

3m x 5m Cost: \$75.00

Includes:

- Stand Area
- Security
- Water for Plants
- Free entry for your staff

“Create an Experience ... Inspire, Provide Advice ... and they will become avid customers”

Theme: Sustainable Gardening

Think: Water-Wise, Recycling/ Re-Purposing, Indigenous Plants, Wildlife Gardening and Organic Fertilization and Pest-Control.

We'd like your interpretation of what Sustainable Gardening means to you.

Set-Up: Thursday 11th – Friday 12th September

Show Open to Public: Saturday 13th – Sunday 14th September

Clean-Up of Stands: Monday 15th September before 1200

Note: There will be no mains power supply to stands. If you would like to install a feature that requires power you are welcome to bring your own inverter, battery power or solar pumps/ lights. No generators will be permitted during the show as they create too much noise.

Restrictions: With regard for the theme of Sustainable Gardening we would like to discourage the display or sale of fertilizers, pesticides, herbicides or any other chemicals that are not organic, or at least green label.

Stands may not be covered with any canvas tents. You are welcome to work a Zimbrrella, gazebo or other cover type into your design but no stands will be under canvas tents. You may incorporate trellising or any other kind of wall/ barrier into the outer boundary of your design if you so choose.

We have also prohibited the use in your display or the sale of any plants that are classified as Alien Invasive according to SANBI. For a full list of Alien Invasive plants please visit:

<http://www.sanbi.org/information/infobases/invasive-alien-plant-alert>

Category 2: Garden Feeding Products

We would like to invite all suppliers of Organic Garden Feeding Products, including Organic Fertilizers, Compost, Manure, Liquid Fertilizer and Vermiculture Products to apply to **Host a Stand** at TAGS. Here are the details for Stands:

Display

Suppliers of Garden Feeding Products are asked to create a display that incorporates some plants and a practical demonstration of how your product/s can be used in various areas of the garden.

You may sell product/s directly from the stand.

There are no restrictions on how much signage to choose to include in your allocated area.

Suggestion: This is an opportunity for you to convince the public that your products are an essential component of their garden. In view of that we would encourage you to have someone manning your stand at all times that can answer questions about how the product/s are made, how to use them, etc.

Stand Sizes & Costs

3m x 3m **Cost: \$70.00**

Includes:

- Stand Area
- Security at night
- Water for Plants
- Free entry for your staff

“Feed, Feed, Feed Your Garden”

Theme: Sustainable Gardening

Think: Natural, organic garden feeding with a focus on creating and supporting a healthy garden ecosystem

Set-Up: **Thursday 11th – Friday 12th September**

Show Open to Public: **Saturday 13th – Sunday 14th September**

Clean-Up of Stands: **Monday 15th September before 1200**

Restrictions: With regard for the theme of Sustainable Gardening we would like to discourage the display or sale of fertilizers, pesticides, herbicides or any other chemicals that are not organic, or at least green label.

Stands may not be covered with any canvas tents. You are welcome to work a Zimbrella, gazebo or other cover type into your design but no stands will be under canvas tents. You may incorporate trellising or any other kind of wall/ barrier into the outer boundary of your design if you so choose.

We have also prohibited the use in your display or the sale of any plants that are classified as Alien Invasive according to SANBI. For a full list of Alien Invasive plants please visit: <http://www.sanbi.org/information/infobases/invasive-alien-plant-alert>

Category 3: Service Providers, Tools, Equipment and Garden Accessories

Companies that sell **Garden Tools and Equipment Service Providers** to the Garden Industry (including, but not limited to: solar, water harvesting, irrigation, water features, bee-keeping, etc.)
Stockists of **Garden Accessories** (including but not limited to: garden furniture, water features, pots, trellis', pavers, sun hats, wrought iron artwork, birdbaths, etc.)
are invited to apply to **Host a Stand**. Here are the details for Stands:

Display

Suppliers are asked to create a display that incorporates some plants and a practical demonstration of how your product/s can be used in various areas of the garden.

You may sell product/s directly from the stand

There are no restrictions on how much signage to choose to include in your allocated area.

Suggestion: This is an opportunity for you to convince the public that your products are an essential component of their garden. In view of that we would encourage you to have someone manning your stand at all times that can answer questions about how the product/s are made or how to use them, etc.

Stand Sizes & Costs

3m x 3m Cost: \$70.00

Includes:

- Stand Area
- Security at night
- Water for Plants
- Free entry for your staff

“Everything You Need to Amplify Your Garden”

Theme: Sustainable Gardening

**Think: Recycle, Re-use and Re-purpose
Water-wise, Energy Saving, Bee Conservation
And a Message of Sustainability, Health and General Well-Being**

Set-Up: **Thursday 11th – Friday 12th September**
Show Open to Public: **Saturday 13th – Sunday 14th September**
Clean-Up of Stands: **Monday 15th September before 1200**

Restrictions: With regard for the theme of Sustainable Gardening we have prohibited the use in your display of any plants that are classified as Alien Invasive, such as sword ferns, water hyacinth and many others. For a full list of Alien Invasive plants please visit: <http://www.sanbi.org/information/infobases/invasive-alien-plant-alert>
Stands may not be covered with any canvas tents. You are welcome to work a Zimbrella, gazebo or other cover type into your design but no stands will be under canvas tents. You may incorporate trellising or any other kind of wall/ barrier into the outer boundary of your design if you so choose.

Category 4: Floral Designers

There is going to be a Tea Garden at TAGS and Floral Designers are invited to apply to **Decorate and Host a Group of Tables**. Here are the details for Tables:

Display

Floral Designers may choose how many tables they would like to hire to create their display, (Minimum: 1, Maximum: 5). Each table will be furnished with eight chairs. Your tables will be grouped together but will be adjacent to the tables of other designers.

Note: The tables and chairs will be part of the Tea Garden at the show and thus people will be sitting at them to enjoy their tea and lunch

Suggestion: This is an opportunity for designers to showcase their work and take bookings for events like weddings, etc. You are welcome to incorporate your business card, contact details or other marketing material into your display and we would encourage you to be available onsite so that any prospective clients can meet with you directly.

Tables

Per Table: \$20.00

Includes:

- Oval table and 8 chairs
- Security at night
- Free entry for your staff

“Beauty, Inspiration and Innovation ... Delight all the Senses”

Theme: High Tea with an Up-Cycled Twist

Think: Pretty, floral afternoon Tea with a non-traditional twist of up-cycling, recycling or re-purposing old, used or damaged objects to create a beautiful, thought-provoking table display

Set-Up: Friday 12th or from 0600-0800 Saturday 13th September
Show Open to Public: Saturday 13th – Sunday 14th September
Clean-Up of Tables: Sunday 14th after 1700 or Monday 15th September before 1200

Restrictions: With regard for the theme of Sustainable Gardening we have prohibited the use in your display of any plants that are classified as Alien Invasive, such as sword ferns, water hyacinth and many others. For a full list of Alien Invasive plants please visit: <http://www.sanbi.org/information/infobases/invasive-alien-plant-alert>

TAGS Design Competition 2014

All Stands from Category 1 will be automatically entered into the TAGS Design Competition at no extra cost.

We would like to invite anyone, who has *not* registered for a stand, and who would like to enter to submit an application for a 2m x 2m design stand
Professionals and Amateurs Welcome.

Theme: Sustainable Gardening

Create a stunning garden design in a 2m x 2m space (or within your stand) that:

- ❖ Represents sustainability in gardening.
- ❖ Includes unusual planting/ design elements.
- ❖ Emphasizes Water-Wise gardening with a focus on Indigenous (to Southern Africa) Plants and Feeding Birds and Butterflies and other Insects.

Suggestion: If you are a commercial nursery/ supplier or a professional landscaper or designer this is an opportunity to recruit new clients and customers. We would encourage you to have someone available to talk about the design, its inspiration, main feature plants/ elements and how you can help their own garden become more sustainable.

**Cost per Entry
\$40.00**

**(Category 1 Stands:
Entry Free)**

**Size of Display
2m x 2m**

Includes:

- Display Area
- Security at night
- Water for Plants
- Free entry for 2 staff

“Beauty, Inspiration and Sustainability in Harmony Together”

Rules and Regulations

- Your display must include at least one element that represents Recycling or Re-Purposing.
- Your display must include an element of “How to Make Your Garden More Water-Wise”. Even if you choose to use plants that typically require more watering, display them in a way that gives the public ideas on how to reduce watering or how to use recycled water.
- You may not use in your display any plants that are classified as Alien Invasive according to SANBI. For a full list of Alien Invasive plants please visit: <http://www.sanbi.org/information/infobases/invasive-alien-plant-alert>.
- The decisions of the judges will remain independent and final, no appeals will be considered.
- There will be First, Second and Third Prizes awarded. Prizes for the competition to be announced.
- You may sell the elements of or the whole display as long as it remains intact and in place until after 1600 on Sunday 14th September. After that time your display may be dismantled.

Set-Up: Thursday 11th – Friday 12th September

Show Open to Public: Saturday 13th – Sunday 14th September

Competition Judging: Saturday 13th September @ 1000

Clean-Up of Displays: After 1600 on Sunday 14th or before 1200 on Monday 15th September

Special Talks

The program for TAGS 2014 will include a series of special talks to be given on selected topics.

We do already have a list of topics and speakers but we would welcome you to either apply to give a talk or to give us any suggestions you might have of speakers or topics that you think would enhance the theme of sustainable gardening.



General Information

Food & Beverages

The **TAGS Tea Garden** will be serviced on Saturday 13th and Sunday 14th September by a selection of food and beverage suppliers including:

- Hot beverages (including teas, coffees, cappuccino, etc.), available all day.
 - Cold beverages (sodas, juices, water, fresh iced tea and homemade lemonade, etc.), available all day.
 - Cream teas (cakes, scones, tartlets, sandwiches, etc.), available all day.
 - A variety of Lunch options.
- ❖ All the food at TAGS will be supplied with mindfulness to health, wellness and nutrition, with a focus on natural, organic ingredients.
- ❖ Allergen-free (Gluten, Dairy, Nut and Egg-free) options will be available.
- ❖ We have a list of food and beverage suppliers already but we would welcome any suggestions you may have.

Entrance Fees for the Public

\$2 for Adults

\$1 for Children >2 years

\$1 for Pensioners >70 years

Parking

Large public parking available within easy walking distance

Security Provided

Wheelchair Access Available

Kid's Zone

There will be a dedicated area for Children's entertainment, enclosed in a low fence for added security.

- ❖ Kid's Zone will include a variety of jumping castles and other entertainment.
- ❖ All children will be signed into the facility with an indemnity form and will be provided with a bracelet recording their parent/ guardian's name and phone number.
- ❖ Maids are welcome to accompany children.
- ❖ Each child and maid will be provided with free access to drinking water.
- ❖ The Kid's zone will be located within sight of the Tea Garden but will be far enough away from the TAGS Design Competition and Special Talks areas that the noise of the jumping castles will not be disruptive.

Itinerary (Draft)

Thursday 11th September

- 0800 The venue will be opened to Exhibitors and Service Providers to start their set-up
- 1700 The venue will be closed for the evening

Friday 12th September

- 0800 The venue will be opened to Exhibitors and Service Providers to continue their set-up
- 1600** **The Garden Club would like to invite all exhibitors and participants in the Design Competition to join us for drinks and snacks at the venue – a chance to network with others in the industry and promote your products and services**

Saturday 13th September

- 0600 The venue will be opened to Exhibitors and Service Providers
- 0830 The venue will be opened to the public
- 1000 Judging of the TAGS Design Competition
- 1100 Special Talk 1: How to Make Your Garden Water-Wise
- 1200 Special Talk 2: How to Plan a Garden
- 1300 Demonstration 2: How to make Nutritious Compost
- 1400 Special Talk 3: Growing Orchids in Simple Steps
- 1500 Demonstration 3: Growing Vegetables in a Square-Foot Garden
- 1600 The venue will be closed to the public
- 1800 The venue will be closed to Exhibitors and Service Providers

Sunday 14th September

- 0600 The venue will be opened to Exhibitors and Service Providers
- 0830 The venue will be opened to the public
- 1000 Special Talk 4: Gardening for the Birds and Butterflies
- 1100 Special Talk 5: How to Grow Roses and Veges Organically
- 1200 Demonstration 4: To be announced
- 1300 Demonstration 5: To be announced
- 1600 The venue will be closed to the public
- 2000 The venue will be closed to Exhibitors and Service Providers – the later time is to allow packing up if you should wish to do it then

Monday 15th September

- 0600 The venue will be opened to Exhibitors and Service Providers to commence packing up their displays
- 1200 All packing up to be completed

Application Form

If you would like to apply for a stand at TAGS 2014 please fill in the information below and return to: robyn@thegardenclub.co.zw

Name of Applicant: _____

Company or Individual: _____

Telephone Number(s): _____

Contact Email: _____

Website (if any): _____

Represented By (Personal Name/s): _____

What Category do you fit into? _____

If you are a Nursery (Category 1), please send us a copy of your valid nursery license. Only registered nursery applications will be considered. We will be validating all nursery licenses that are submitted to us.

Please tell us a little bit about your business: _____

What Size Stand would you like to apply for? _____

Cost of Stand: _____

*** Please Note: all stands will be required to be paid for upfront upon receiving an email of the acceptance of this application. No stand allocation will be made without full payment***

Note:

Potential exhibitors are encouraged to express interest as soon as possible, as places are limited.

We do not guarantee that all applications will be successful and we reserve all rights of refusal.

Marketing & Sponsorship Opportunities

We will be marketing The Annual Garden Show through a wide selection of printed, online and social media platforms.

Flyers and posters will be widespread throughout Harare and we'd appreciate the opportunity to display these at the nurseries and other premises of our exhibitors to help.

Our website, www.thegardenclub.co.zw will have a portion of the site dedicated to The Annual Garden Show where the public and exhibitors will be able to access information.

A map of the allocated stands will be posted on the website two weeks before TAGS.

The Annual Garden Show would like to offer members of the Garden Industry the opportunity to increase the visibility of their company or services at The Show. Various Sponsorship packages are available:

Sponsorship of TAGS Design Competition	Donation of Prizes
Appearance of Logo on Posters and Programs	\$30
Banner/ Sign Appearance @ Show Entrance (must be free standing)	\$50

* Disclaimer:

Neither The Annual Garden Show, The Garden Club or Thorntree Lodge can or will be held responsible for the damage, injury, theft or otherwise of any persons, equipment, plants, elements of display or other property of either exhibitors, service providers, employees, visitors or attendees of The Annual Garden Show.

All Rights Reserved

All Persons Enter at Their Own Risk

Children to be Supervised at All Times



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