



The Great Garden Carnival



Sharing the best in Gardening

Supported by
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**RHS FLOWER SHOW
TATTON PARK**

18 – 22 July 2018

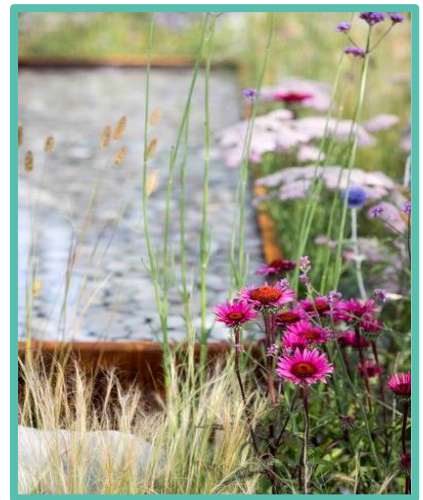
Why exhibit at RHS Flower Show Tatton Park?

RHS Flower Show Tatton Park supported by Bruntwood, welcomes it's tenth birthday in July 2018 and is set to be the summer party not to be missed. Held in the heart of Cheshire, it has a reputation for excellence in horticulture and showcasing young garden designers set to become tomorrow's stars. The show is a true celebration of summer, plants, shopping and outdoor living.

As well as attracting gardening enthusiasts and those with a love of horticulture, the show also attracts visitors who want to enjoy that special day out during the height of the British summer.

“exhibiting at an RHS show carries huge prestige with the gardening public”

Sue Beesley, Bluebell Cottage Garden Nursery



Show Dates 2018

Tuesday 17 July
Press Preview

Wednesday 18 July
RHS Members Day

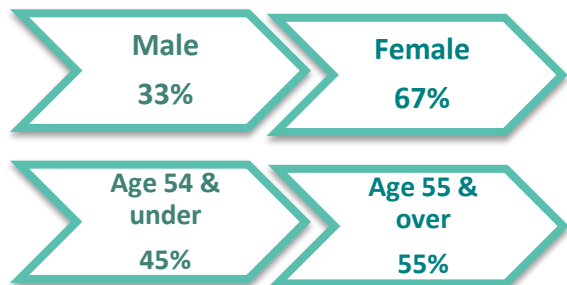
Friday 20 July
Ladies Day

Thu 19 - Sun 22 July
Public Show Days

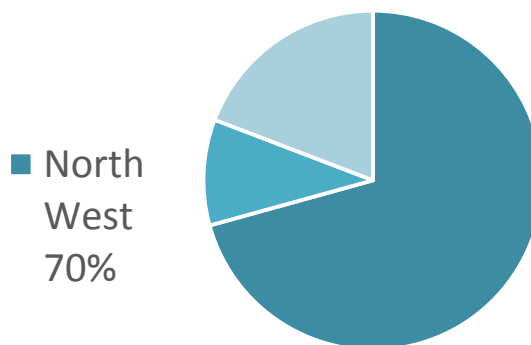
Visitor profile

Over the last three years the show has attracted an average audience of nearly 70,000 visitors providing sponsors and exhibitors with a powerful sales and marketing platform in one of the most affluent areas in the UK.

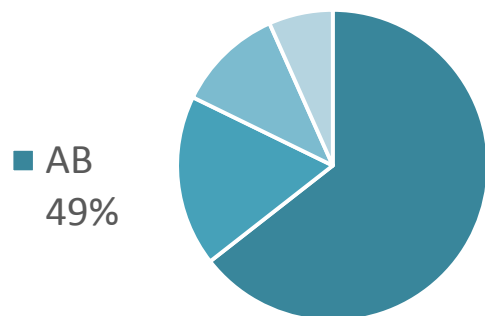
Gender & age



Region of residence



Socio-economics



“ We have been exhibiting at RHS Tatton for over five years and feel that the show has gone from strength to strength over this time.”

Mark Pallett, Robeys Ltd



Reaching your market

There is no better way to engage with new and existing customers than at a live event. Whether your aim is to raise the profile of a charitable organisation, make sales or to raise the public awareness of your brand, RHS Flower Show Tatton Park provides a forum with a captive dedicated audience.

Broadcast media

- TV highlights also include coverage on BBC1 Breakfast, BBC1 North West Tonight and ITV News Granada with overall broadcast coverage reaching 5.9 million people.
- Last year 20 hours of coverage was broadcast across BBC English Regions radio with over 100 broadcast mentions.

RHS online & membership

The RHS has a membership of 488,000 with a high socio-economic profile.

Extensive coverage of the show is featured on the RHS website before, during and after the event with more than 684,000 visits during the show plus. The RHS website has around 7,000,000 monthly page impressions

The show is promoted heavily using the RHS's new media channels, @The_RHS has over 135,700 followers on twitter and the RHS's page on Facebook is liked by more than 197,000 Facebook members.

Meet enthusiastic & active gardeners face to face

Sell your products to a high spending targeted audience

Promote your company directly through leaflet distribution to our passionate visitors

Gain market research through data capture

Print media

Extensive coverage in national and regional press and consumer publications including Daily Telegraph, Manchester Evening News, Country Living Magazine & Cheshire Life Magazine.

Benefit from direct visitor promotion campaigns including advertising, press promotion, direct mail, leaflet drops and group marketing.

Regular features in The Garden magazine with a monthly circulation of 377,205



Deadline for application:

**Thursday 12 October
2017**

If you would like to find out more about being part of the show or to discuss your options please call or email a member of the RHS Flower Show Tatton Park team:

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