



Why you should exhibit at RHS Chelsea Flower Show

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Bring your research to life through an exhibit in Discovery, your display can spark conversation, plant ideas and broaden the reach of plant sciences.

“Staging an exhibit in Discovery will capture the imagination of our visitors, set the tone for scientific engagement worldwide and generate extensive publicity for your institution”

Tom Harfleet, Show Manager

Discovery is our science and education hub at the show where visitors can engage with the latest industry research and learn and explore about the world of horticulture from industry leaders.

There is no theme and you can design your exhibit to convey any scientific or educational message related to horticulture.

RHS Chelsea Flower Show is an internationally renowned showcase of horticultural excellence. As well as history and tradition the show is also known as the place for innovators, cutting edge design and new thought in this vast specialist field.



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“

Discovery is well named as everyone involved discovers a deeper understanding; not only of our subject but about themselves, the visitors and the industry

Chris Bird, Sparsholt College

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Reaching your market

In addition to over 166,500 visitors each year, RHS Chelsea Flower Show attracts a huge amount of media coverage.

With a legacy of over 100 shows, the event continues to enthrall the public and media alike as they eagerly await this horticultural highlight of the year.

Visitors

- RHS Chelsea attracts over 166,500 visitors every year.
- 81 % are from households with high disposable income.
- The RHS has 452,000 members with a high socio-economic profile.
- Benefit from visitor promotion campaigns – advertising, press, promotion, direct mail, and group marketing.
- Your entry in the Show Guide has ongoing value as visitors keep this for reference.

Media

- The show enjoys day and evening BBC TV coverage, our official broadcast partner, with 12.5 hours in 2016.
- It attracts coverage from national, regional and overseas TV and radio, plus articles in national press and significant online exposure.
- More than 1,000 journalists, photographers and programme makers attend the show.

Online

- During the 2015 show week the RHS website received 4.9 million page views and was visited by one million unique users.
- RHS Chelsea Flower Show pages were viewed 2.63 million times, by 404,000 unique users.
- The RHS Chelsea Facebook page has 112,000 followers, with an average reach of 60,000. Our twitter account has 106,000 followers and the #RHSChelsea hashtag gets over 10,000 uses a day during the show.



Benefits of exhibiting at RHS Chelsea Flower Show

As a discovery exhibitor you will have...

- ❖ A listing in the Show Guide including a half page editorial featuring your logo. This includes contact details so visitors can make use of this reference source after the show.
- ❖ A listing on the RHS website with a clickable link to your website.
- ❖ Badges & wristbands to build and man your exhibit.
- ❖ The opportunity to purchase show tickets at RHS members' rates, subject to availability.
- ❖ Access to exclusive hospitality options only available to exhibitors.
- ❖ The opportunity to purchase hospitality at the RHS Charity Gala Preview, Jardin Blanc & Royal Hospital Rooms.
- ❖ Impressive press coverage. With a dedicated BBC programme that broadcasts from the show, plus wide media coverage across TV, radio, newspapers and the web gives you a unique promotional advantage to showcase your brand to the world.
- ❖ The opportunity to purchase additional marketing & advertising space, an enhanced listing in our Show Guide , RHS Garden magazine special publications, and online.

Visitor profile



© RHS/ANNABELLE TAYLOR



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The show attracts a high-spending audience that generates direct sales, related marketing and business opportunities.

The 2015 visitor profile

81 % are ABC1 households with high disposable incomes.

Total Attendance 166,500

Female 78 %

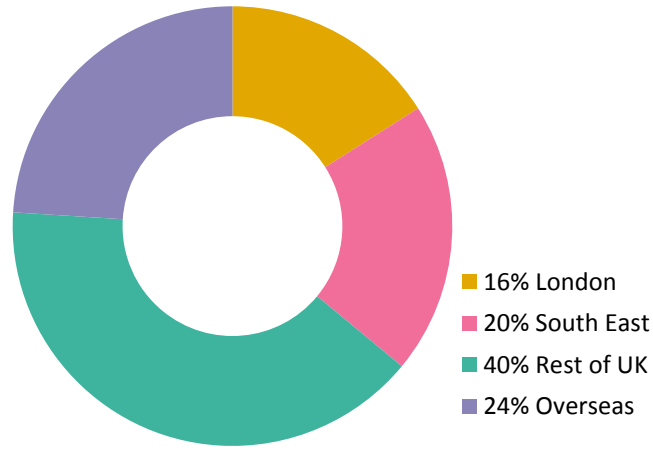
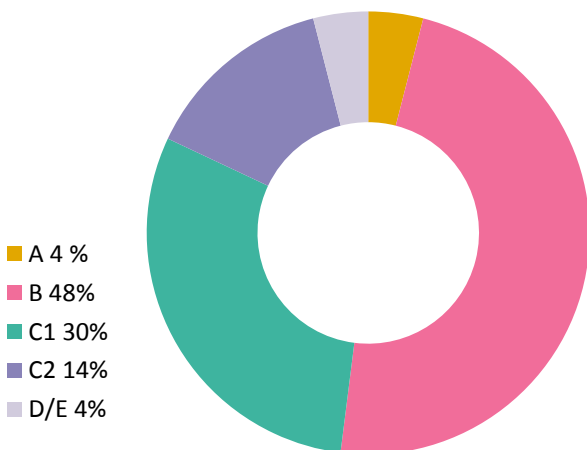
Male 22 %

Age 55 and over 53 %

Age 54 and under 47 %

Socio Economics

Region of residence



Compared to the national ABC1 average of 55 %, the show delivers a figure of 81 %. In essence our visitors represent households with high disposable incomes.

A visitor profile centred on London and the South East, but with full national/international participation and press coverage, resulting in a forum to reach new clients and reinforce your brand values for existing customers.

“Exhibiting in Discovery makes you feel like a trailblazer! We all know that horticulture has incredible things to offer, but it is a privilege to be able to showcase innovations that the public might not yet know about. Exhibiting gives you that wonderful opportunity to see people’s reactions at first hand, and to change their perceptions
Claire Custance, RHS Skills Development Manager”

Hospitality



© RHS/SIMON JOHN OWEN



© RHS/TIM SANDALL

Join us for an incomparable experience of the finest foods and entertainment. We have an array of opportunities available for you to entertain at the RHS Chelsea Flower Show.

Charity Gala Preview: Monday

The Charity Gala Preview is the most stylish way to enjoy the world's finest flower show. Due to the popularity of this event, tickets are sold every year by ballot and applications must be made by **9 September 2016**. To apply as a exhibitor complete the application form: <https://rhsforms.formstack.com/forms/exhibitorcharitygalapreviewapplication> or for further information please contact RHS Special Events by calling **020 3176 5850** or emailing previewtickets@rhs.org.uk

Jardin Blanc at RHS Chelsea Flower Show: Tuesday to Saturday

Raymond Blanc and Sodexo Prestige will bring you the very best hospitality experience. Nestled within the show, you will be treated to the utmost stylish dining experience with fantastic entertainment and wonderful service. All of this will be delivered with Raymond Blanc's signature *joie de vivre* and renowned attention to detail. Together, these are the ideal ingredients for a truly unforgettable experience for you and your guests. For further information and how to book please call **0845 268 0251** or email rhs.shows@sodexo.com

The Royal Hospital Chelsea: Tuesday to Friday

The Royal Hospital Chelsea is home to the iconic Chelsea Pensioners and, for one week only, is also home to the world-famous RHS Chelsea Flower Show. During the show, why not entertain your clients at the Great Hall, State Apartments or the Wren House. For further information and how to book please call: **020 7881 5322** or email rhsevents@chelsea-pensioners.org.uk

Please note tickets for these packages need to be purchased through the above contacts.

Exhibitor-only hospitality

As an exhibitor you will enjoy access to a range of exclusive hospitality options unavailable to the public.

Business Breakfast

This provides tickets for your guests to be the first into the show, before it has opened to the public. Guests enjoy a delicious breakfast in the Rock Bank Restaurant with spectacular showground views.

After Hours

An exclusive entertaining option is available allowing your guests to remain in the showground after the show has closed to the public. This includes tickets to the show from 5.30pm followed by a garden function allowing you to host your own private 'after party' on your exhibit with drinks and canapés.

Tickets

An opportunity to purchase tickets for your key clients and sponsors to enjoy your exhibit. As an exhibitor you can purchase show tickets at RHS Members' rate subject to availability.



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Find out more today

If you would like to find out more about being part of the show or to discuss the options please call or email the RHS Chelsea Flower Show Team

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