NWFGF PUBLICITY GUIDELINES

The WSU Extension Master Gardeners will have a significant presence at the 2023 Northwest Flower & Garden Festival (NWFGF) with a 10x20 booth located next to Great Plant Picks in a high-traffic area. This is a fantastic opportunity to come together in our 50th year as a cohesive statewide program to tell the story of who we are, what we do and why we do it.

The NWFGF is a world-class annual five-day exhibition of horticulture and gardening held in Seattle since 1989. It is regarded as the second largest garden show in the US with attendance ranging from 60,000-65,000.

The booth display has a professional look and feel. All counties have an opportunity (at their own cost) to have a 3”x4” double sided card at the booth and 3 PPT slides. The front side of the card contains a QR code that will navigate to the local WSU Extension Master Gardener Program website. The reverse will list local events and activities. In addition, local Programs and Foundations may publicize their own events with a single 8.5”x11” flyer or 8.5”x5.5” flyer or a tri-fold brochure, or a rack card or a bookmark. Acrylic holders will be provided.

Publicity materials provided must meet the following requirements.

1. **3”x4” cards. (Sponsored by individual county budgets)**
   - 3”x4” card templates are available in InDesign, Publisher and Canva. Contact Debbie Benbow at debra.benbow@wsu.edu to get the card template for customizing and information about ordering. The cost estimate is $100 per county. Order from your local printer or Uprinting.com Bookmark Printing Online - Custom Bookmarks - UPrinting for creating this custom size card.

2. **Power Point slide decks.** There are 3 slides available for all counties to add their own photos and Program information. These will scroll on a monitor to be set up at the booth.

3. **All materials must be properly branded according to WSU Extension Master Gardener Program guidelines.**
   - Power Points slides, bookmark and rack card templates can be found in Volunteer Resources on the Extension Master Gardener website For Master Gardeners | Master Gardener Program | Washington State University (wsu.edu) under the Branded Templates drop-down list. (Professionally printed by local or online printer)

4. Materials must be approved by the NWFGF committee prior to the event. Please send your draft to Debra Benbow at debra.benbow@wsu.edu by January 13, 2023.
   - Submissions received passed the January 13 deadline will NOT be considered.

5. NWFGF Committee will advise of approval or changes required via email to the person who submitted the material for approval between January 16-20, 2023.

6. Publicity materials are to be professionally printed according to the following specs:
   - 3x4” card, rack card or bookmark must be printed on 14 lb. white cardstock.
   - 8.5”x11” or 8.5”x5.5” flyer must be printed on 24 lb. white paper.

7. Publicity materials must be post-marked and mailed to Kirby Cartwright by February 1, 2023. Kirby’s address will be provided to participating counties upon approval of materials.

8. All materials will be delivered to the NWFGF on our scheduled set update and time by the planning committee. No materials are allowed to be brought in during the show.

9. The NWFGF Master Gardener Committee has the right to remove any materials from the booth.

WSU Extension programs and employment are available to all without discrimination. Evidence of noncompliance may be reported through your local Extension office.