NWFGF PARTICIPATION GUIDELINES

Once again, in partnership with the Master Gardener Foundation of Washington State (MGFWS), the WSU Extension Master Gardener Program will have a significant presence at the 2024 Northwest Flower & Garden Festival (NWFGF) with a 10x30 corner booth located in a high-traffic area. This is a fantastic opportunity to come together to tell the story of who we are, what we do and why we do it. New this year will be the addition of a plant diagnosis clinic. King County Extension Master Gardeners will be the lead on this portion of our booth.

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.

We are delighted to announce the participation of seventeen Programs and Foundations in this initiative! A foundation poster will be displayed, acknowledging all Master Gardener foundations across the state, with special recognition given to the contributing foundations.

LESSONS LEARNED FROM 2023 WILL MAKE 2024 PARTICIPATION EVEN BETTER.

ISSUE: The booth was overly congested, and aisles were obstructed. This resulted in several warnings from convention staff.

   SOLUTION: Reduce the number of volunteers per shift. While Master Gardeners enjoy socializing and catching up, we kindly request that those not assigned to work at the booth refrain from occupying or lingering around it. There are plenty of nice areas within the convention center where you can gather and visit.

ISSUE: Storing personal items under the tables resulted in a cluttered booth.

   SOLUTION: We've arranged a designated space for storing your personal belongings and purchases. Each volunteer is permitted to keep one small purse under the booth table, and a container will be provided for this purpose. No other items should be stored at the booth.

ISSUE: The booth appeared cluttered and disorganized due to an excess of items.

   SOLUTION: Condense promotional materials into a few pieces with links to county information. To maintain a professional, tidy, and organized appearance at the booth, counties will not be allowed to display flyers or any promotional materials. In lieu of physical materials, MGFWS is hosting an events calendar on their website. Each county has the chance to contribute their events to this dedicated page using this form Event registration – Master Gardener Foundation of Washington State. Please submit your form by February 1, to ensure your information is added to the calendar. A single "Events Around the State" card with a QR code and link to this informative page will be provided as a take-away at the NWFGF.

WSU Extension programs and employment are available to all without discrimination. Evidence of noncompliance may be reported through your local Extension office.
PROMOTIONAL MATERIALS THAT WILL BE SHOWCASED FOR THE BENEFIT OF EVERYONE:

- **Tri-fold brochures:**
  - **Who We Are and What We Do.** General information about the Program and how to support it.
  - **How to Become a WSU Extension Master Gardener.** The brochure will offer statewide general information, accompanied by a QR code and link directing individuals to a webpage where they can access specific county "how to join" pages.

- **Bookmarks:**
  - **Promoting endowed professor** (chair) position fundraising effort

- **3x4 cards:**
  - **Events Around the State.** Containing a link promoting plant sales and events statewide.
  - **Master Gardener Foundation of Washington State** information with link to website.
  - **2024 WSU Extension Master Gardener Advanced Education Conference.** This card will promote the 2024 virtual conference with a link to the AEC website.

- **4x5 cards:**
  - **The Evergreen Thumb Podcast.** A take-away to with QR code and link to promote The Evergreen Thumb podcast.

- **2x3 business cards:**
  - **WSU Extension Master Gardener Program** website link on one side and a direct link as well as a QR code to our [gardening resources page](#) on the reverse side.

We hope this information is helpful as we plan for a successful representation of who we are, what we do, and why we do it.