

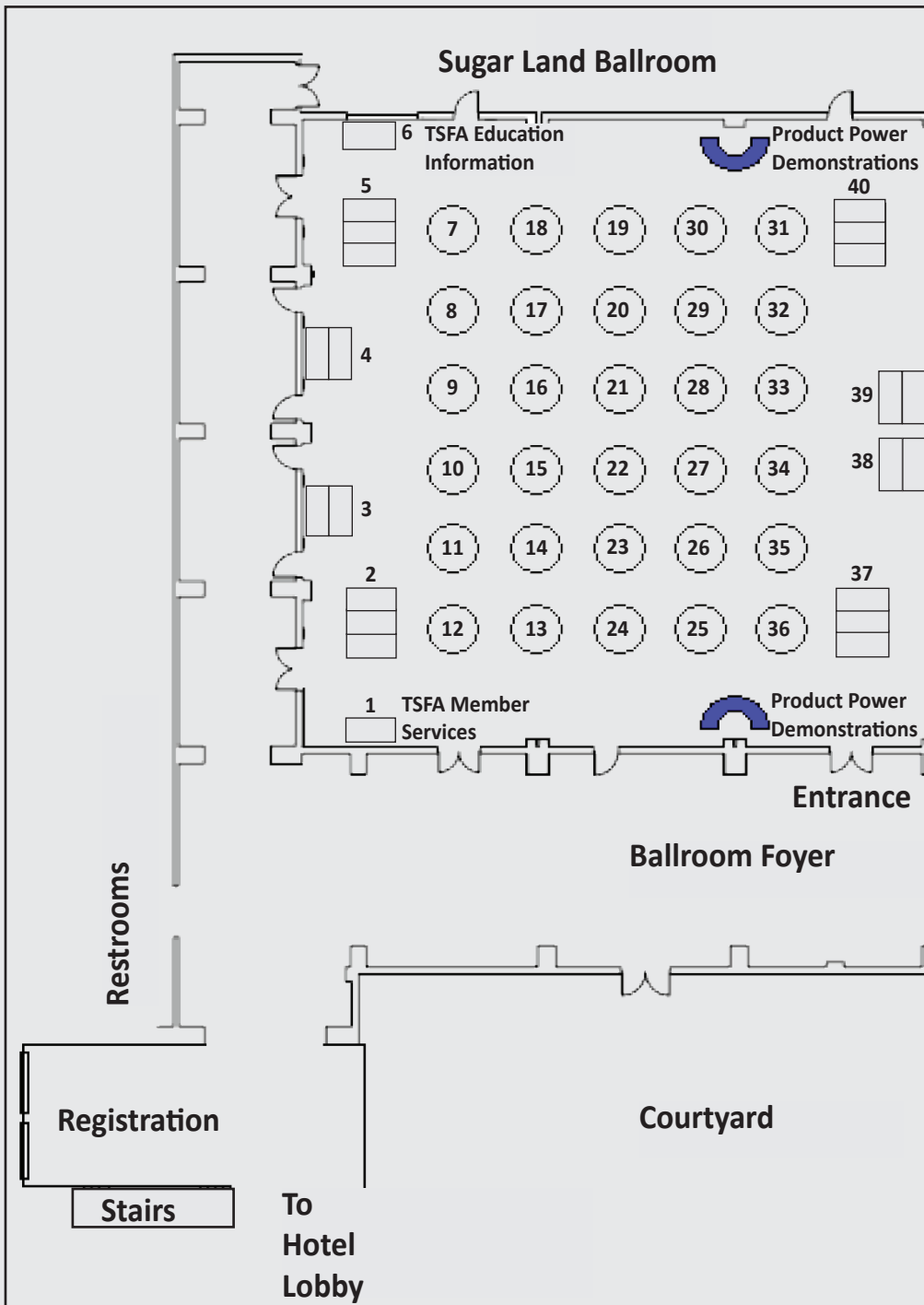


**Texas Floral Expo**  
**July 17-20, 2015**

Sugar Land Marriott Town Square | Sugar Land, Texas

## TEXAS FLORAL EXPO PRODUCT GALLERY

The Product Gallery is open Friday, July 17, 2015 through Saturday, July 18, 2015



### Product Gallery Table Measurements

Table Corner Unit:  
6'x7.5'

Wall Table with 2 Chairs:  
6'x5'

Round Table:  
60"

Product Gallery and  
Event Registration may also  
be found at [tsfa.org](http://tsfa.org)

DISCLAIMER: Every effort has been made to ensure the accuracy of all information contained on the floorplan. However, no warranties, either expressed or implied are made with respect to this floorplan. If the location of building columns, utilities or other architectural components of the facility is a consideration in the construction or usage of an exhibit, it is the sole responsibility of the exhibitor to physically inspect the facility to verify all dimensions and locations.

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## *Basics to Brilliance*

July 17-20, 2015 | Sugar Land Marriott Town Square | Sugar Land, Texas

### **Texas State Florists' Association invites you to stage your presence in the Texas Floral Expo Product Gallery**

#### ***How does a Product Gallery differ from a Trade show?***

##### ***How is it the same?***

The Product Gallery will feature the best with lots of time to market and educate your customers about your products.

Demonstrations, Grab & Go Food, and Activities will make it a go-to kind of place!!!

Rather than a pipe and draped area, each space is a 60" round table with a copper table top and sculptured cover to the floor to create a modern and updated presence. This is not a trade show booth but a modern approach to attract new clientele. In addition to the 60" round tables, there are added options for your displays. Please refer to the floor plan.

Rather than a simple display, we encourage you to present a designed table top featuring your products and we hope you decide to accent with flowers, of course.

Rather than trying to do it all yourself, you may want to either bring in a designer to assist you or look to a Texas Floral Expo Product Gallery Designer to provide planning and design assistance. We will provide a list once your space is confirmed.

As far as similarities to a Trade Show there will be the time to market, sell, and share your information with all who visit during the specified times set aside in the schedule.

#### ***Who will attend?***

This new statewide approach to floral education in Texas will reach out and welcome the following to attend and invite you to seize the opportunity to market your products in the Texas Floral Expo Product Gallery.

- Brick and Mortar Retail Shop Owners
- Independent and Freelance Designers
- Mass Market Managers
- Event Planners | Event Facility Owners
- Wedding Planners | Wedding Specialists
- Representatives and Professors of Higher Education
- Representatives and Teachers of High School Floral Design
- Students of Floral Design and the Business of Flowers
- Managers | Designers | Sales and Support Staff

#### ***When do I have to be there? What's my Schedule?***

- Product Gallery Move In | Friday, July 17, 2015 | 8:30 am - 3 pm
- Product Gallery Opening and Reception | Friday, July 17, 2015 | 5 - 7 pm
- Product Gallery Open | Saturday, July 18, 2015 | 9 am - 6:30 pm
- Product Gallery | Saturday, July 18, 2015
- It's 5 o'clock Somewhere* Reception | 4:30 pm - 6:30 pm
- Product Gallery Move Out | Saturday, July 18, 2015 | by 10 pm

#### ***What design activities can I participate in at no additional cost?***

Texas retailers know the power of the best products. Product Power will take center stage in two locations with a design team presenting the ultimate of products. These demonstrations will share ways to best use your products, helping buyers make decisions, while encouraging attendees to shop the Texas Floral Expo Product Gallery!!! These products will also be part of Products on Parade and a New Product Showcase!!!

So start thinking of 3 products that you would like to promote! It's free!!

#### ***What does my Product Gallery participation include?***

- One 60" round table with a copper table top and sculptured cover to the floor to create a modern and updated presence
- Product Power Marketing Demonstrations
- Two complimentary Product Gallery Registrations valid in the Product Gallery only
- One Product Gallery Table Sign
- Listing in the TSFA Yearbook
- Post-Convention Mailing List of Attendees

#### ***How do I register?***

It's simple! Please complete the registration form, include your credit card number, and either scan to [txsfa@sbcglobal.net](mailto:txsfa@sbcglobal.net) or fax to 512.834.2150. The receipt of the paid form will reserve your Product Gallery Table!

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