PROFESSIONAL PAPER

DESIGNING
AND
CONSTRUCTING
LANDSCAPE SHOWS

Submitted by

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AUTOBIOGRAPHY

The writer, Lawrence L. Hoyle, was born on July 10, 1938, at New Philadelphia, Illinois. He received his elementary education in New Philadelphia and graduated from high school in Bushnell, Illinois in 1956.

Following high school graduation, he enrolled at Western Illinois University, Macomb, Illinois for two years. In February of 1959, he entered the University of Illinois where he completed the requirements for a Bachelor of Science Degree in Floriculture and Ornamental Horticulture on February 1, 1961.

After graduation, he became associated with the highway department for the State of Illinois. He was in charge of landscaping Calumet and Kingery Expressways near Chicago, Illinois.

In August, 1962, he accepted the position of County Extension Agent in Landscaping in Northwestern Indiana. He is now on sabbatical leave from Lake County and the Indiana Cooperative Extension Service, doing graduate work in Landscape Horticulture at Colorado State University.

Professional affiliations include Indiana Cooperative Extension Agents' Association, National Association of County Extension Agents, Northwestern Indiana Nurserymen's Association (honorary member), and the Indiana Nurserymen's Association (honorary member).

The writer married Mary Jo Sciortino of Chicago, Illinois, on April 25, 1964. Their family consists of: Catherine Judith, age 3 1/2 years; and Joseph Lawrence, age 2 years.

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FOREWORD

The interest of the general public in attending garden shows for obtaining plant and landscape information is increasing. Shows provide a unique type of educational media which no other educational activity now possess. Garden exhibitions can educate people through the human senses of sight, sound, touch, and smell. Information and instructions available to those responsible for developing such shows is practically non-existent in the printed form.

Granted this one publication will not be universally applicable, but it is hoped show amateurs and professionals will find at least some parts helpful and serve as a guide for developing future shows. This publication should be a useful tool for participating members such as nurserymen's associations, garden clubs, horticulture societies, and area extension and university horticulturists.

The overall objective is to provide guide lines that will help insure a successful show by describing the necessary pre-planning needed to provide a broad base for decision-making, and the planning and construction processes for the exhibit.

Information contained herein draws heavily on the experiences of the author in five years of show design, coordinating, and construction supplemented and supported with information from 19 show directors. (See Appendix A).

The appendixes referred to in this manual were prepared from details returned on questionnaires by surveyed directors. Figures 1 through 4 are from brochures and plans of show managers as indicated. Invaluable information has been received through informal discussions and credit is impossible though thoroughly appreciated.

Chapter 1

INTRODUCTION AND PRE-PLANNING

History

Changes - The garden show industry has made great progress since the Massachusetts Horticulture Society developed its first flower and garden show in 1871. Since then many shows have been held. Presently there are approximately thirty-five shows annually in the United States and Canada which include garden and landscape displays. It is interesting to note that the majority of these have been in existence less than fifteen years. (See Appendix B).

In 1968, spring garden shows attracted approximately 3,000,000 people. A survey made of major shows indicates that during a two-year period, 1966 and 1967, the total attendance increased 6 percent. Taking account of all changes in attendance during the same period, there was a mean increase of 16 percent from 1966 to 1967 and an 8 percent increase from 1967 to 1968. (See Appendix C). Available data are not sufficient to permit one to determine what, if any, effect weather and other factors may have had on attendance.

It is the responsibility of the show management to do everything necessary to provide a maximum audience for

the show and the exhibitors. Attendance can be expected to increase provided the shows maintain a good level of educational value to the people. If the shows become too commercialized, attendance may decline, especially if an admission fee is charged.

Trends suggest garden show activities can be expected to grow. Many factors point to this (1) higher earnings by more families, (2) increased number of families who own their own homes, (3) greater desire for good landscaping, and (4) more leisure time which can be devoted in part to grounds design and time which may be spent in more pleasant surroundings when home areas are well landscaped and maintained.

Cooperation - College personnel are presently only helping to organize and coordinate one-tenth of the garden shows. Since the Cooperative Extension Service has as its goal the education of the adult population of the state as related to environmental improvement, it appears that the university horticulturists and area or county extension horticulturists should be taking a more active role in helping to make garden shows a success. The university personnel will not only be educating the public, but they will also be promoting a good image for the extension service and the university which they represent.

Since individual nurserymen and landscape contractors take an active part in exhibiting at garden shows, it

might be assumed the local and state associations will take an active interest; however, associations are only participating in approximately one-third of the shows.

An editorial in the American Nurseryman Magazine (1967) infers the nursery industry owes a vote of thanks to the industry members who participate in these events and to the other business firms and organizations sponsoring garden shows. For, while this activity creates good-will and business for those exhibiting, their participation is of benefit to all nurserymen.

If the nurserymen's associations truly represent the nursery industry, they should become involved in this public education effort. The nurserymen's associations should have membership on the governing body of the area's shows. The associations participation could be very important in the success of the garden activities. When associations become more active, the individual nurserymen and landscape contractors will probably put forth more effort to be active contributors.

Local chapters of the American Society of Landscape Architects are presently taking part in more than one-fourth of the garden displays. It is known that most landscape architectural firms are involved in planning areas larger than the average home grounds; however, people today want the finer things in life and are better able to afford them so possibly the American Society of Landscape Architects

should become more of a leader in the home landscape design educational effort. The local chapter of this society might design the overall show plan.

Exhibit Building - In most metropolitan areas there is a limited number of suitable buildings available to accommodate a large visitor attendance. Some cities have constructed new convention centers during the last 10 years. Most of these facilities will make excellent garden show buildings. The interior and exterior design and appearance of these new buildings add to the overall beauty of the garden displays.

If a new facility is available and within the rental price range for the show, attendance will usually be increased over past years simply because of the appeal of the new building.

Methods of Financing - Most garden shows are incorporated as nonprofit organizations. With the rising cost of show construction and building rental, management must resort to alternative methods of financing. Garden shows are presently being financed by using various combinations of the following methods: entrance fees, exhibitors' booths, concession sales, association and organization contributions, and some governmental sources.

Most large garden shows receive from 80 to 100 percent of their support through entrance fees and exhibitor booth sales. Presently, the show time admission price has a

spread from $1.00 to $2.50 with an average figure of $1.60 for adults. Children and students are usually admitted for one-half of the adult price. Several shows have advance ticket sales with a 50 cent savings per ticket. Some have a group price for clubs, organizations, and exhibitors. They usually have a minimum order which might be 30 tickets. The group price is usually 25 cents less than the advance sales or 75 cents off the show time price.

Garden shows have an average of 198 sales booths for exhibitors; however, the home and garden show type is a heavy user of booth space with a mean average of 600 booths per show. The rental charge for booth space varies from show to show and also within the show. Most advance booth sales bulletins provide the cost for each space by the booth number. This price variation depends on the location within the building, and it is the result of different traffic patterns. The spaces near the heavy traffic flow areas will demand a higher price; therefore, it would be beneficial for management to make a thorough investigation of the traffic flow and circulation pattern in the building. Most of the shows which are managed by a professional promoter demonstrate awareness of their traffic pattern. This may change from one year to another because of design changes.

The total budget figure divided by the number in attendance gives the per visitor expense of the show. (See appendix D).

The financing of garden shows can be divided between two general categories. The first one receives its support from the show itself. The second group receives all of its finances from contributions. The larger shows are using the system of self-support while the small shows are receiving their funds from state or county fairs and agencies of government. (See Appendix E)

Of the garden shows surveyed, total budgets ranged from $3,000 to $486,000. The budgets pay for a variety of goods and services. Regardless of the show size, there are certain expenses which all have. It is difficult to stage a garden show without having building rental, management costs, display and show construction, advertising and miscellaneous expenses.

It is impractical to look at the cost percentages used by each show; however, Appendix F presents the percentage breakdown range for each expense category. The percent of the budget which is allocated to each item will vary from one show to another. Here are some examples of why this is true. The smaller shows will not require the building size comparable to larger attractions; therefore, a lesser rental fee will be anticipated. Since most large garden shows are managed by a promotion company, the show management costs will be higher than the voluntary management type used by the smaller shows. Promotion firms usually work on a percentage of the total budget or

receipts. The show type will determine the funds needed. A flower show or a show made up of exhibitor booths will not require large amounts of money for construction. The size of the metropolitan area will cause fluctuation in the advertising expenses because radio, television, and newspaper advertisements are more expensive in the larger cities. (See Appendix F).

The financing of a garden show is a difficult task. Like any other business, it is very important to maintain a good set of records so management will know the financial condition of the show at all times.

Objectives

Main Types - The three main objectives of garden shows are education, sales promotion, and a combination of the above. Of the shows surveyed more than half used this combination. (See Appendix G).

The Educational Function - If the garden show has education as one of its main objectives, what is the educational function? Many home owners are seeking ideas on landscape design of outdoor space around their dwellings. If landscape design is an educational function of the garden show, the designer should plan the display so the home owner can visualize its use in his own situation. The design should be simple, practical, and attractive. If it is complicated or more suited to public grounds, the visitor may sense the

beauty, but be unable to adapt it to his own property.

The second possible educational function might be stressing the importance of suitable plants. Many persons live or have lived in surroundings not landscaped wisely, and perhaps not acquainted with the plants hardy for their area. If people were made aware that there are many plants which can be used to brighten their property, one of the basic concepts of the show would be served. Each area of the country has its own list of hardy plants; therefore, it is important that the show designer be knowledgeable concerning local conditions.

The third possible educational function is the displaying of new plant varieties. Each year several new plants appear on the market. Nurserymen and florists can publicize these new plants at garden shows. This educational function is probably of more interest to the garden hobbyist than the average home owner. (See Appendix H).

Selection

Show Types - There are presently seven different show types being used. The most popular type is the flower and garden show which includes both flower arrangements and garden displays. Approximately one-half of the shows staged in 1968 were of this type. Two others which have been gaining in popularity are the home and

garden show and the outdoor-indoor living show.

The following definitions will help clarify the differences between the seven show types.

Patio-garden shows feature items which could be used in the outdoor living area. Such shows do not usually include flower arrangements.

Flower and garden shows feature a flower arrangement section and a garden display area. The two display areas are separated into different locations within the building.

Outdoor-indoor living show combines the interior rooms with outdoor living rooms. Show visitors can obtain this outdoor-indoor feeling by viewing the garden from the interior of the display room. The visitor can also view the room display from the garden area side of the display.

Home and flower shows contain home construction ideas and flower garden or flower arrangements or a combination of the flower display types.

Home and garden shows contain home construction exhibits and landscape garden displays. This type is gaining in popularity.

Outdoor-indoor living shows with flower arrangements combine interior rooms with flower arrangements and outdoor garden areas.

Builders and garden shows present all of the materials, equipment, appliances, furnishings, and accessories

needed to build, remodel, and landscape a home. (See Appendix I).

The shopping centers with enclosed malls are being considered as possible locations for smaller shows such as might be developed by vocational horticulture schools. Shopping center managers and merchants are interested in ways to attract new customers. They might also be persuaded to finance some of the show expense.

The shopping center show approach is certain to become a very popular method of handling garden shows. Since the space is often limited, this type of show will best serve the need of identifying ornamentals adapted to that particular area. Generally, it will be difficult to display an entire outdoor living garden.

Show Type - the type of show which is selected will depend on several factors: (1) the type of associations and organizations which the show sponsors represent. If the show is primarily controlled by the nursery industry, flower arrangements may not be included in the show. (2) the time of the year for which the show is planned will have an effect on the show type. Nurserymen are quite busy during certain months; therefore, their cooperation may be doubtful. (3) available exhibition facilities will influence the show type. Smaller buildings may not have room for the display area and will provide exhibit booth space to help finance the show. (4) the regulations

of the exhibit hall will vary the type of exhibit construction possible. If the floor covering material and water are not compatible, a garden display theme becomes extremely difficult.

Association and Organization Cooperation - One of the first steps in planning a garden show of any type is to obtain the cooperation of associations and organizations interested in promoting garden information and ideas. There are several possible groups which could be contacted. The type of show desired will in part determine which groups will take an active part. The following list will act as guide line for selection of cooperators: Local and state nurserymen's associations; local and state florists association; department of horticulture of the state university; county or area horticulture agent with the Cooperative Extension Service; local, district, and state councils of garden clubs; local chapter of the American Society of Landscape Architects; local and state horticultural societies; and, the state department of agriculture.

An example of completely non-profit exhibition is the New Jersey flower and garden show established in 1967. The sponsors include: The New Jersey State Florists Association; New Jersey Plant and Flower Growers' Association; North Jersey Metropolitan Nurserymen's Association; New Jersey Department of Agriculture; and, the College of Agriculture and Environmental Sciences,

Rutgers, the State University.

Depending on the show type desired, it may be necessary to involve other groups and organizations not connected with the landscape and florist industries. For an outdoor-indoor living show, the local chapter of the American Institute of Interior Designers could provide the interior room displays.

If it is a home and garden show, the local chapter of the National Home Builders Association might provide the house display portion. Another source of help for the home and garden show might be the different building trade unions.

In order to have a good educational show, it would be beneficial to have the full cooperation of all interested groups. If any organization can make a contribution to the success of the show, they must be sought as a member of the sponsoring group. To obtain the cooperation of groups and maintain a good working relationship with the sponsors, the show management must develop a good public relations effort.

Each of the sponsoring groups may be primarily interested in its own main objectives. The sponsoring members must be included in all of the planning effort so that they will feel a part of the organization. The sponsors' participation through the planning process will govern their acceptance of the final plan. If the sponsors are reluctant to approve the plan, they may be

unwilling to participate in the construction of the show.

Displays - There are several possible methods of organizing the landscape display area. They include the competitive sections, section assignments, show display area and competitive sections, show display area and section assignment, and a total cooperative effect with no section assignment or competitive judging. The management type is another possible way of classifying shows. In order to decide on a show type, the following definitions should help:

Competitive basis type is a show where the entire display is assigned by individual sections to landscape or nursery firms. After the displays are constructed, they are judged (by competent judges) to select the best of show, etc.

Section assignment method is used when the entire display is divided among individual landscape or nursery companies, and the exhibits are not judged.

Show display area and competitive sections - This is a common method for managing garden shows. The central show display area is constructed and paid for by the show management. Individual garden areas are assigned to separate landscape firms. After the exhibits are assembled, they are judged by a judging team for certain awards.

Show display area and section assignment - The show management constructs the large display area and the remaining display area is assigned to individual landscape contractors. There is no competitive judging in this type of show.

Total cooperative effect - The entire show display area is constructed under the supervision of the landscape architect for the show. He designs and coordinates the construction of the show. Individual landscape contractors and nurserymen provide the needed plant materials. Other businesses are contacted on fences, patio materials, and building items. Landscape contractors and nurserymen furnish the labor force needed for constructing the show.

This cooperative method can be a real learning experience for the participating businessmen. For a nurserymen's association sponsored show, this total cooperative effect would be an ideal type of show management.

More than half of the garden shows staged in the 1966-68 period were managed on a competitive basis; about one-fifth of the shows were using the show display area and competitive sections. This indicates about three-fourths of the shows have all or a part of their displays reviewed by a judging team. (See Appendix J).

Management

Types - The type of management needed to carry out the

responsibilities and objectives will depend on the show type, size and the area to be served. It is the responsibility of management to do everything possible to make the garden show a success.

There are two basic management types which could be utilized in a show organization. The first type would be a combination of the services of an exhibition promotion firm and a committee elected or appointed by the representatives of the sponsoring groups. The second management type would consist of officers and trustees selected from the sponsoring members.

Most large shows are using promotion companies. The president of the exposition company usually acts as either the show director or co-sponsor. This firm is a management and public relations company which handles several exhibitions of various types during the year. Since the show director is a publicity specialist, this would be his main responsibility. The members of the show committee would plan and construct the show. Most committees are not composed of publicity specialists; therefore, a promotion company does the public relations.

Lang (1959) believes that when selecting a promotion firm, the reputation and record of the company is an important consideration because there are many "promoters" who possess no skill or experience in the business, but they have a great desire to reap gain without providing a service. They simply drift in and out of the exhibit business.

Most show producing firms are members of the National Association of Exhibit Managers. This group is restricted to the employees of non-profit associations or organizations who own and operate shows. Like other associations, a membership in this organization does not guarantee the reliability of a firm, but is another possible check point.

The new and small shows are electing their officers and trustees from the members of the sponsoring groups. These elected officials manage the activities of the show. The New Jersey Flower and Garden show uses this type of management. The 1969 officers and trustees are as follows:

President (No organization mentioned)

Vice President, New Jersey Association of Nurserymen

Treasurer, New Jersey Association of Nurserymen

Ex-Officio Secretary, College of Agriculture, Rutgers

Ex-Officio, New Jersey Department of Agriculture

Trustees:

2 members, New Jersey State Florist Association

2 members, New Jersey Plant and Flower Growers' Association

2 members, New Jersey Association of Nurserymen

2 members, North Jersey Metropolitan Nurserymen Association

Anticipated Attendance

Anticipated attendance should be determined during the pre-planning stage of development. The expected attendance will help determine the size of needed facilities and traffic patterns.

Shows which have been in existence for three or more years have attendance figures which may show trends enabling one to plan more effectively. Unfortunately, accurate weather forecasting has not been perfected and it is known to influence attendance.

New shows have the task of determining possible attendance. They might study attendance records of other show cities of approximately equal size which may provide some answer of what to expect. Another guide line might be comparing attendance with area population. This comparison could also provide a rule of thumb for management to see how effective its planning has been in reaching the public.

Does a large population base assure a proportionately higher attendance at shows than a smaller population base? (See Appendix K). Shows do draw people from a larger area than the standard metropolitan statistical area. Lang (1959) believes that 75 percent of a show attendance will come from within a fifty-mile radius and 25 percent from other areas. In these terms, the data in Appendix K underestimates the total attendance potential of the shows.

Metropolitan areas with populations ranging from 4,000,000 to 12,000,000 have the smallest percentage of the total pupulation attending the areas garden show--3.28 percent. The metropolitan areas of medium population size attracted 5.77 percent of the people in the area, or 75 percent more than the large metropolitan areas. The shows in the smallest metropolitan areas attracted 13.18 percent

of their base population which is 301 percent better than the high population areas.

There are several possible reasons for the difference. The lower population areas usually have a greater proportion of home owners, married couples and larger properties than do the higher population areas. These differences indicate that usually the less populated metropolitan areas have a larger proportion living in single family housing who make greater use of plant materials. The larger metropolitan areas are also likely to have a disproportionately larger number of low income families.

Time of Year - Most garden shows are staged during February, March, April and May. There are a few shows during the fair months of August and September. Both times present certain problems. These should be considered during the pre-planning process and solutions sought. To select a show date, the following questions should be considered:

(a) What dates will the nurserymen be able to participate without other business conflicts? This will vary from one area of the country to another.

(b) What time of the year will the public be the most interested in attending a garden show? The best time would be in March or the first two weeks of April.

(c) When will the show building be available? Since many exhibition centers have a series of different

shows, it is almost a must to have the show scheduled a year in advance.

(d) When would the plants be available to move for exhibiting? If the show is too early in the spring, it will be more difficult to have the deciduous plants in leaf.

(e) Will the date interfere with another show in a nearby city which might affect the show attendance?

(f) Are there conflicts with other similar shows? The national and regional commercial companies can only be at one show at a time.

(g) Should Holy Week and Easter Sunday be avoided?

With the relatively short scheduling period, it is almost impossible to avoid all other show dates; however, it seems that the smaller shows might be better off financially if they could schedule during a period when the larger shows are not scheduled. A show expecting 40,000 visitors might have a difficult time competing with a show which has an annual attendance of 300,000. It would appear manufacturers would want to exhibit in shows affording greatest exposure. A change in show dates is not a guarantee that the larger commercial companies will be attracted to the smaller shows; however, the dates should be one variable to consider before trying to obtain the larger commercial garden equipment and supply companies' participation. (See Appendix L)

Proper Show Length - The show's duration will influence the selection of dates. The majority of garden shows last for 9 days; however, they range from 2 to 11 days. The mean is 8 days.

The length of a show determines the opening and closing dates. The 6-day shows have started at noon Tuesday and ended Sunday evening. Generally, the 8-day shows begin on Sunday and end the next Sunday. The 9-day shows have started on Saturday and ended on Sunday of the following week. The 10-day events begin on Friday and end on Sunday the following week.

Most garden shows have varied the length from year to year. (See Appendix M). There are two possible reasons for this action. The first possibility is a change to meet the exhibition center's schedule. The second reason might indicate the uncertainty of the best show length.

Some variables to be considered when deciding on the best show length for your area are:

(a) most large shows have tried to select dates which will provide two weekends to attract larger audiences.

(b) if the weather cooperates, the first weekend will provide the largest attendance mainly because the plants will be fresh.

(c) after a few days, many plants and flowers will start deteriorating so they will no longer be quality items. How rapid they will deteriorate will depend on the indoor

temperature and humidity.

(d) if the show is longer than 6 days, will the additional revenue meet the continuing expenses?

(e) what will the best show length be for the manned exhibit booth personnel?

Site Selecting - There are certain duties which management must perform when staging a show. The most obvious responsibility would be to provide a suitable place for the show. The management must consider the following items when selecting the location:

(a) show type

(b) show budget

(c) anticipated attendance

(d) available dates

(e) adequate parking facilities for the anticipated attendance. (Might be influenced by city ordinance.)

(f) size of the garden display area.

(g) the number of exhibitor booths needed for financial support

(h) adequate safety for show visitor.

Architect for the Show - Eighty-two percent of the surveyed shows are presently hiring a landscape architect to design the overall master plan for the show. The gardens may be designed by the architect or by individual landscape contractors. If the gardens are not designed

by the landscape architect, the exhibitor should be provided space dimensions. The exhibitor can then draw his own plan or employ a landscape architect.

It is important for the designer to know the financial condition of the show, building problems and regulations, and likes and dislikes of the show committee. If he is kept informed, he will be better able to design a more attractive and practical plan with the available show budget.

The smaller shows may not have the finances to hire a landscape architect and must turn to other sources of assistance. The area extension horticulturist should be contacted as he may be able to provide this service.

After the pre-planning decisions have been made, the show plans can begin. To make the necessary arrangements, the show plan should be drawn six to nine months prior to show date.

Chapter 2

PLANNING THE SHOW

Show Design Techniques and Ideas

The landscape architect or designer and management must work closely to develop a plan which will meet the approval of the sponsoring members. The design must provide good circulation, interesting pattern, unified design elements, and be practical for construction. Circulation system - The designer should consider the show entrance walkway pattern and width. The entrance should lead the visitor into the display area of the show instead of the exhibitor booth section. The visitors' first impression could affect their interest and enthusiasm for the rest of the show. If the attendees enter the show at the booth sales section, they will tend to think that sales promotion is the main objective of the show. (See Figure 1). When more than one entrance will be used, they should be labeled according to the area of the show being entered. Figure 2 illustrates an entrance view of the gardens as the visitors enter the exhibition followed by a walk through the different booth areas and departing through the garden area which should leave them with an impression.

The walkway pattern should provide interest and make

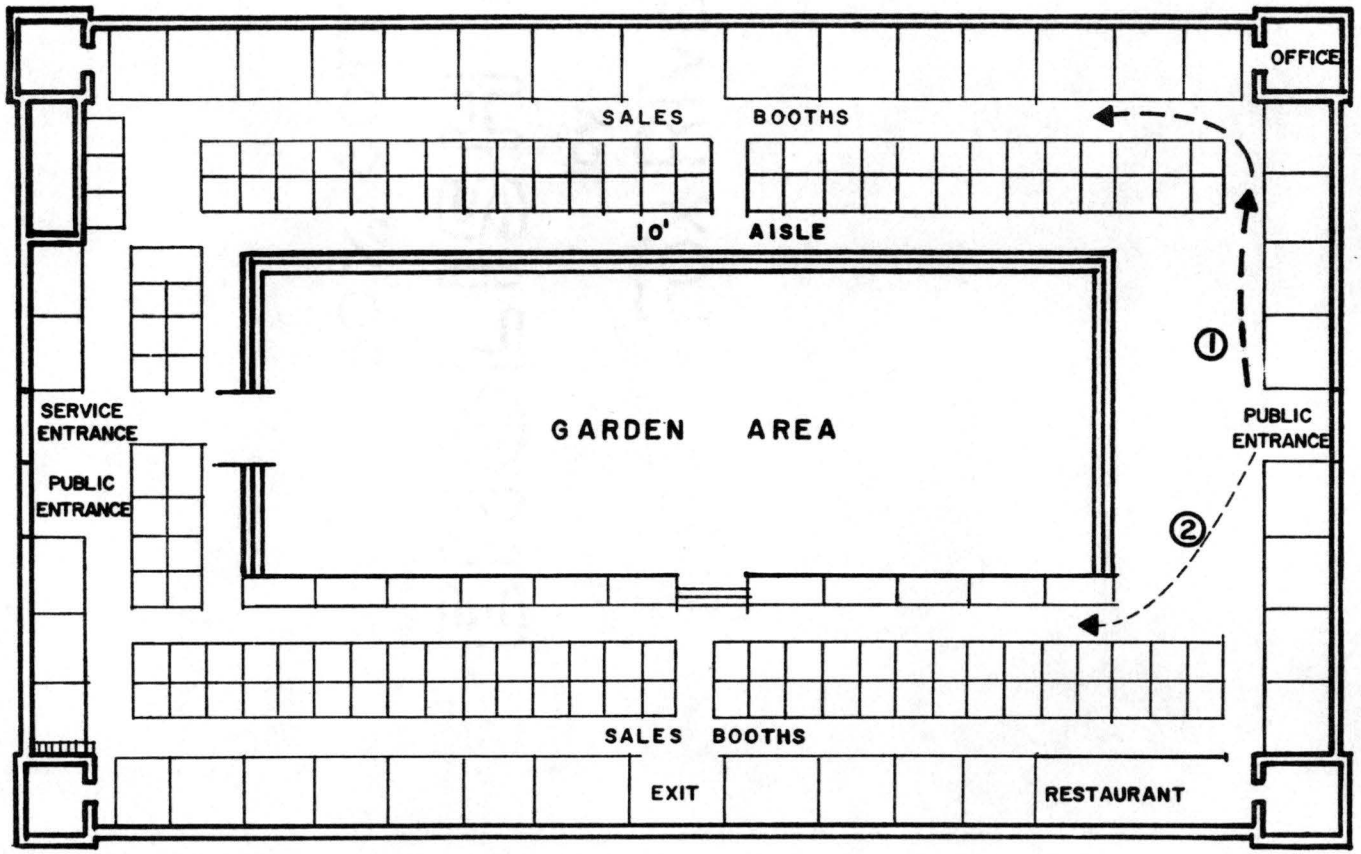


Figure 1— Show visitor enters through sales section[1]

[1] EXCERPTED FROM "THE MIRACLE OF SPRING" BROCHURE PUBLISHED BY INDIANA FLOWER AND PATIO SHOW, 1969

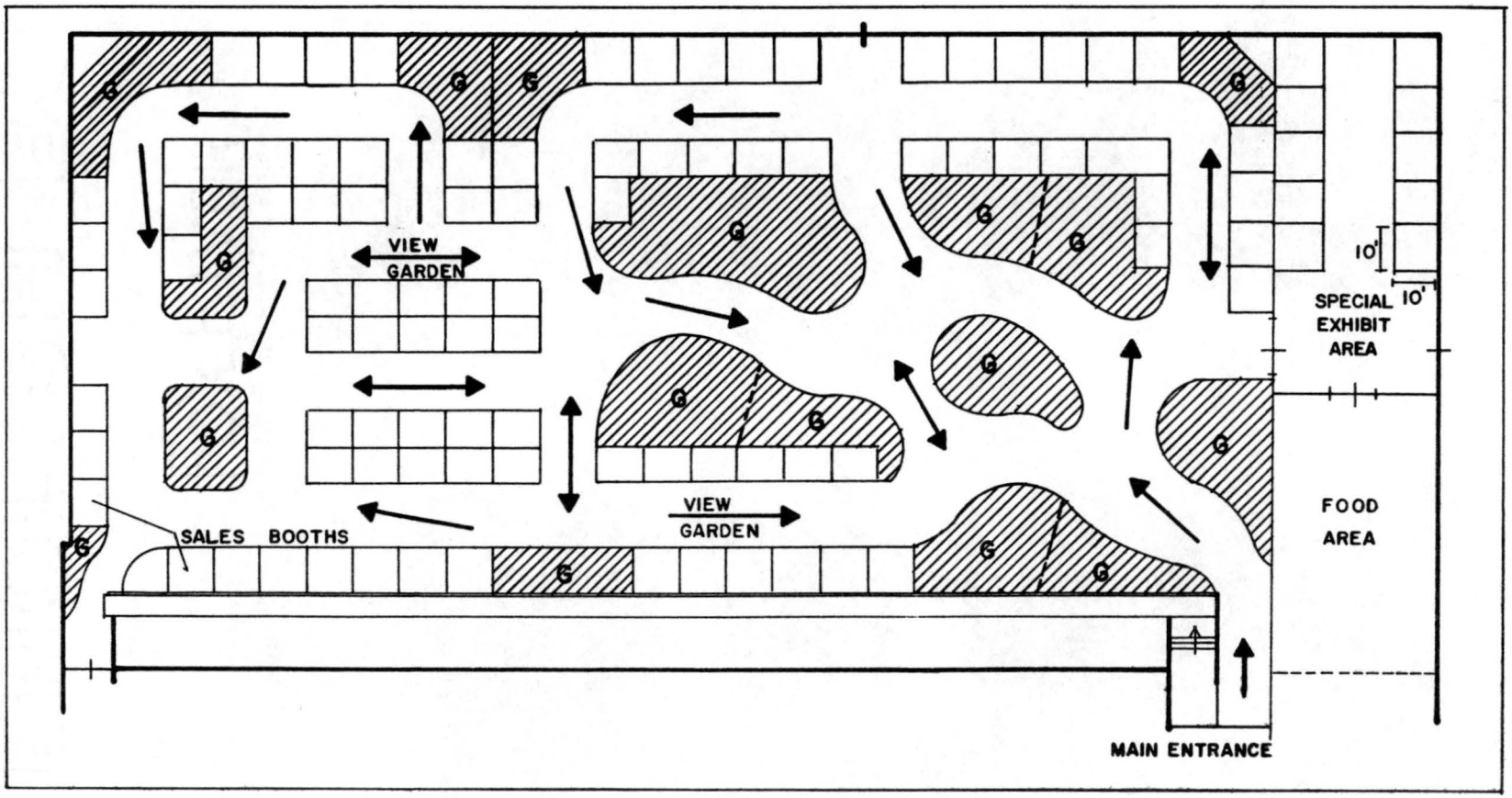


Figure 2—Gardens located throughout the show[2]

2 EXCERPTED FROM ANNUAL NEW JERSEY FLOWER & GARDEN BROCHURE, 1969.

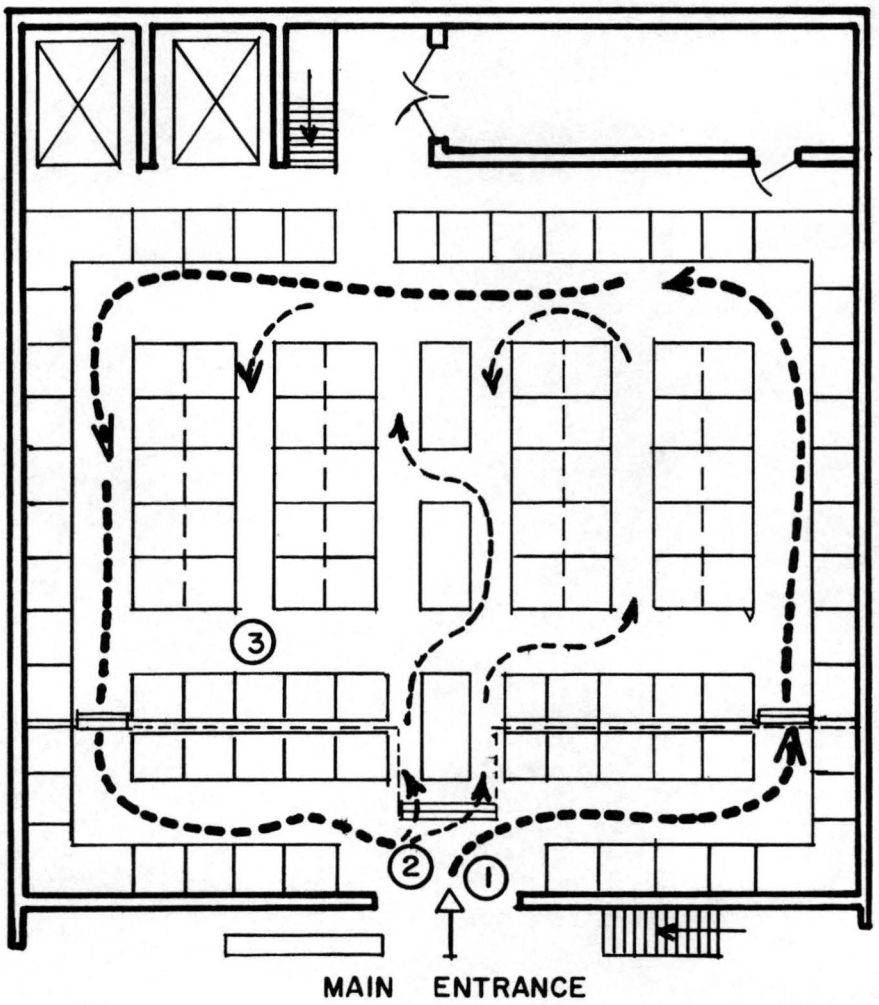
the attendee desirous of exploring the entire display area. Lang (1959) believes that it is human behavior to follow a well-defined pattern in a show. Unless a definite effort is made to guide attendees in some abnormal pattern, usually upon first entrance they will bear to the right, following the most direct path to the perimeter aisle and then pursue a counter-clockwise pattern until returning to a place of recognition. From here the inclination is to proceed up and down aisles if they are clearly defined or to search out specific exhibits. (See Figure 3).

The traffic pattern will also determine the shapes of the display gardens. (See Figure 2). The display area should have a new design each year to add interest to the show. The booth arrangement may or may not have to be changed depending on the proximity to the gardens.

Each walkway should terminate on some point of interest to attract the visitor's eye and capture the imagination. (See Figure 2).

The walkway width should be considered in detail because it governs the traffic flow which can be maintained. The width should depend on the location within the building. Traffic ways in the garden area should be at least 12 feet wide. In locations where there are large centers of interest, they may need to be 20 feet in width to handle the flow and still allow viewers to pause.

In smaller shows where the walkway enters the building



(1) MAIN COUNTER-CLOCKWISE CIRCULATION AROUND PERIMETER AISLE.

(2) START OF RANDOM CIRCULATION

(3) CROSS AISLE

Figure 3—Typical traffic pattern[3]

[3] LANG (1959) p. 82-83

on one end and egress is at the opposite end, it could be only eight to ten feet in width. Using this width will be more suited to a building or display area which is less than 125 feet long.

In the sales booth areas, the traffic flow system should be ten to twelve feet wide. If garden displays are placed within the sales booth area, the walkways will have to be widened around the gardens to allow viewing.

The Development Plan

Planning for different show types - Each building and show type will provide different design potentials. Regardless of the dimensions, the designer will be challenged on the number of distinctly different designs possible while still maintaining an adequate traffic pattern.

The show type will dictate the elements in the proposed design. If the show is a flower and garden type, it will include at least three areas. These sections are flower arrangement area, garden display area, and the booth sales area if needed. (See Figure 2).

The patio-garden show will include only the patio-garden display area and if needed, the sales booth section. Flower arrangement area need not be included.

An outdoor-indoor show should have a display area where the interior design displays are combined with the gardens. An indoor-outdoor feeling should be prevalent. (See Figure 4). The interior should have a view into the garden area.

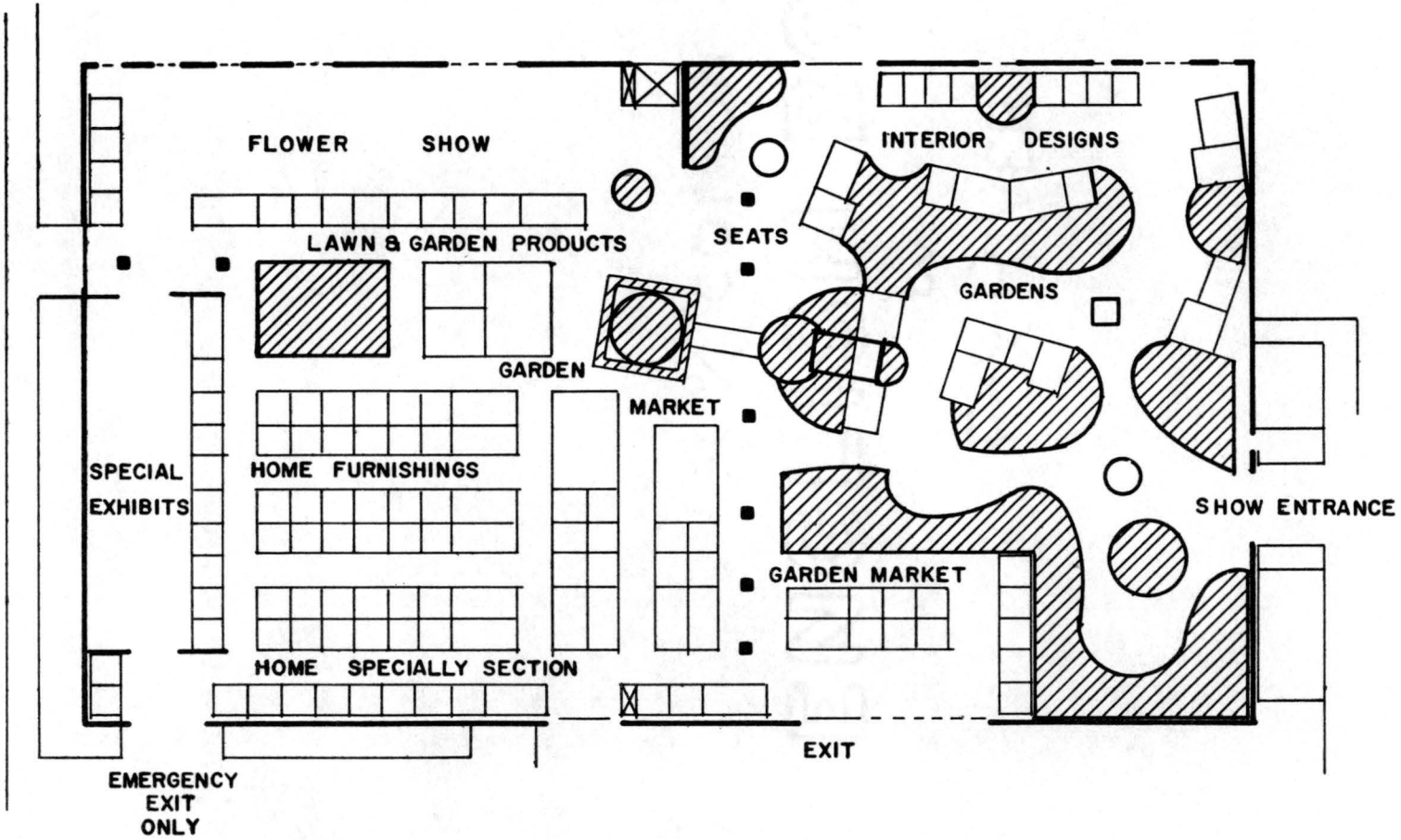


Figure 4—— Outdoor - indoor show[4]

[4] EXCERPTED FROM "SOUTHERN LIVING SHOW" BROCHURE PUBLISHED BY SOUTHEASTERN SHOW, INC., 1969.

If the gardens are alongside the indoor rooms and no attempt has been made to integrate them, the plan will fail to provide the true feeling which is necessary for this type.

Buffer zone - The designer should try to provide a transition zone between the garden area and the exhibitor booths. Figure 4 illustrates this buffer idea by using garden market places between the two areas. Bulbs, seeds, plant and other garden products could be sold at these facilities.

Exhibitor booth area - The show designer and manager must decide whether all exhibits of one type of product will be located together or intermixed with other products. Figure 3 is a plan which locates exhibitors according to product type. This arrangement is convenient for checking all makes of a particular kind of item, and the public prefers this method because of the convenience.

Show exhibitors prefer to expose the visitors to as many products as is possible. The separation of similar products causes the visitor to traverse a greater portion of the floor space. It thus increases the exposure of many exhibits which could have difficulty receiving attention. Lang (1959) states that the show is an open market place (p.87). The designer must work closely with the show manager when determining this policy.

Designing the garden display area

Before a garden plan can be drawn, the budget for the display area must be established. Appendix N serves as a guide line because it represents show costs per square foot for construction including labor and materials. (See Appendix N).

Large shows - The display area may be handled in at least two ways, including a large display area provided by the show management, leaving a few areas for individual landscape contractors, or the entire display area may be developed by the landscape contractors.

The large show would include garden display areas over 15,000 square feet. The average large show size is 25,000 square feet.

Small shows - This group could include shows which have a display area of less than 15,000 square feet. The landscape building at the county fair or the neighborhood shopping center would fit this small show category.

The mini-show could be managed as a total cooperative effort instead of individual landscape contractors installing separate gardens. The total cooperative show is usually handled by a local nurserymen's association or it could be installed by the vocational horticulture class at the local high school, technical school, or community college.

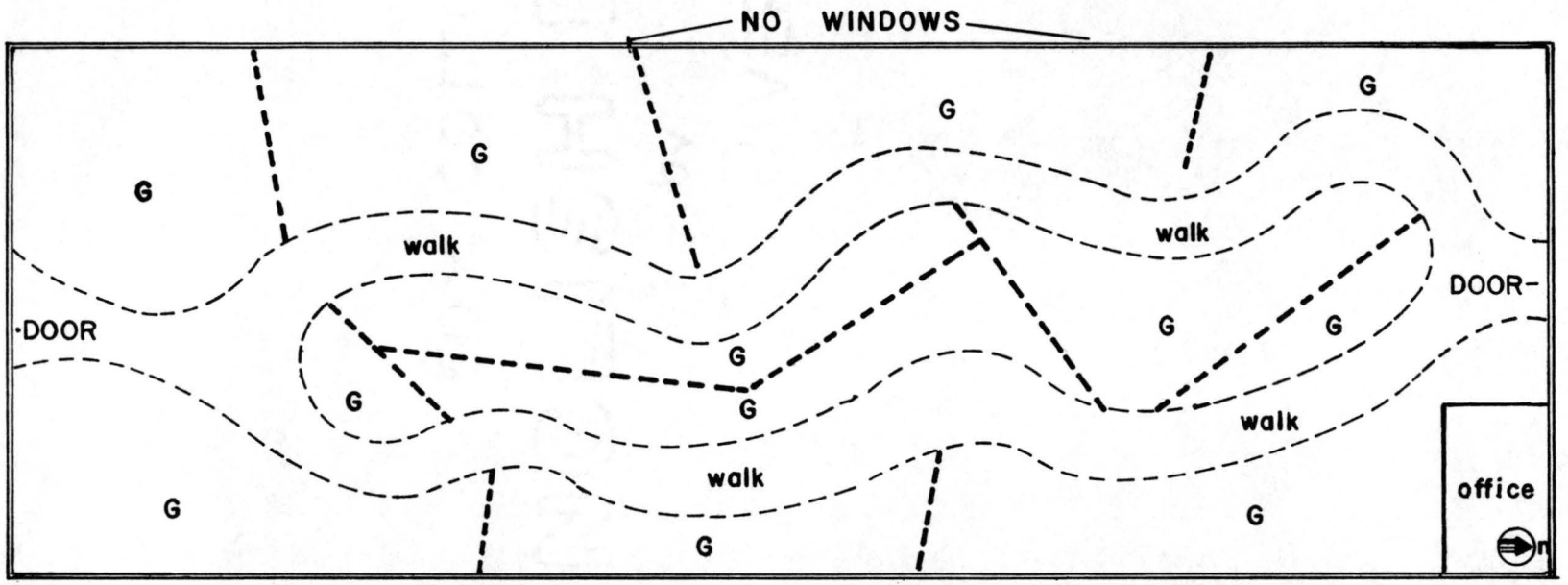
For a total cooperative show, the designer would locate the traffic ways and design the individual gardens. The nurserymen's group would supply the plants and other materials needed to construct the show. The landscape contractors would provide the labor force necessary to construct the show.

Designing the small show - The management designates building X as the display site. The designer should have complete dimensions of the structure including window locations and sizes. Other items to be considered include the type of floor covering, (concrete, floor tile, etc.) appearance of the walls, type of ceiling construction, possible locations for installing overhead lighting, and watering facilities.

The first design factors are to establish the show entrance, walkway system and width. The traffic flow should be designed so the guest prefers to remain for a period of time to view and study the displays. See figures 5 and 6 for ideas on planning the small show.

Second fences, building structures and plants can be used to divide the floor space into different gardens. The designer must prevent the viewer from observing the entire display from one spot.

The walls might have to be screened or softened depending on their appearance. Wall backgrounds frequently can be enhanced by using fencing materials.



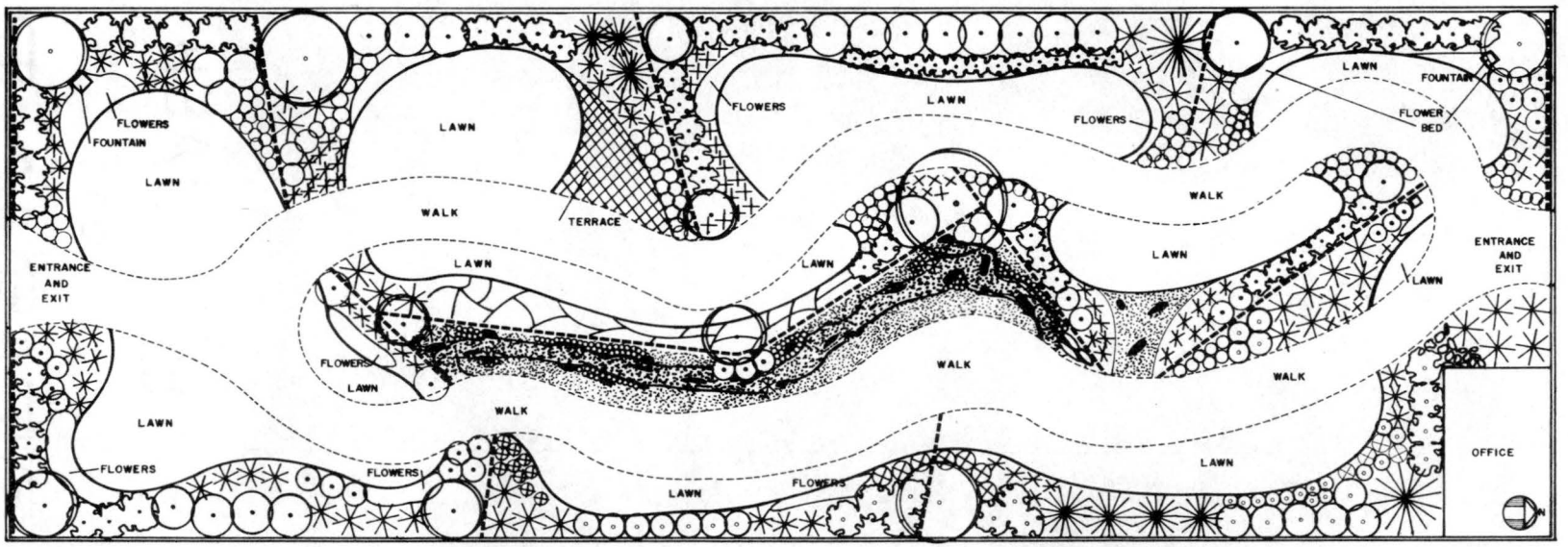
BUILDING SIZE - 40' X 115'

WALLS - 12' HIGH AND BRICK CONSTRUCTION

-----WALKWAY EDGING

- - - - -FENCE SCREEN

Figure 5—Establishing traffic pattern and screen arrangement



FENCE SCREEN

PLANT MATERIAL LIST WILL DEPEND ON LOCAL CONDITIONS

Figure 6—Completed display plan

Assembled fence modules come in varying sizes and are available at many lumber dealers and garden centers. After the walkway and screen locations are established, the designer can work with the garden areas.

Plant Material Preparations

Spring shows - Plan preparation six to nine months in advance should allow adequate time for show management and contributors to locate and prepare plants for use. Many plants will need special treatment to possess display quality. If the event is in early spring, trees and shrubs may have to be moved into a greenhouse for forcing into flower and foliage. Several shows have their own greenhouses or have access to park department facilities. Dormant trees and shrubs would be associated with a winter scene. Summer blooming flowers are not harmonious in the same exhibit.

Many cold climate localities have nurseries fall dig and store trees and shrubs, so the plants will be available in early spring. It would be difficult to remove the needed plants from frozen soil.

Several eastern and midwestern shows have been using cold storage sod for their turf areas. The sod nursery should cut the sod in late fall and store. Proper facilities must be available. Construction personnel have mixed feelings concerning the success of cold storage sod. Most feel that it will probably need an

artificial coloring to be acceptable.

Tulips, narcissus, roses, garden mums, marigolds, broadleaf evergreens, and lilies are commonly used flowers. The bulb varieties are the best because they are easy to force into bloom.

Summer shows - The plan should be drawn and approved during the winter or early spring so plants may be prepared in the spring. Summer show plants should be prepared as for transplanting and balled and burlapped material replanted until needed. Depending on the species, it may be helpful to apply an anti-desiccant prior to digging during the warm months. Evergreens will be kept in better condition for a six to ten-day event, if their new growth has been lightly pruned back. This will help prevent terminal wilting.

Turf is best purchased from a sod grower who continues to irrigate during the summer months.

The common flowers such as petunias, geraniums, and carpet snapdragons will not withstand the combination of low light intensity and high temperatures. After two or three days, the flowers will have to be replaced because their blossoms fail and new buds do not open. Management has a real problem when selecting flowers varieties. It is too late in the season for bulb plants. Garden mums will withstand the eight-day events, but they are difficult to force into bloom during the summer months. The

greenhouse varieties are more reliable.

Roses and coleus are both excellent choices. Coleus can be started from seed quite easily, and requires some shade for growth; therefore, this plant has real value for summer shows. The seed varieties offer a range of colors, so one should fit the desired location. Rose diseases can cause some concern for the grower. The plants should be potted during April or May and carried in the same container until they are needed.

Flowers for color - Regardless of the show type, the gardens must have color or the displays will lack luster. Flowers may be used at the focal point in a garden and at turning points in the circulation pattern. When using flowers in the landscape, place them back in the in-curves and enframe the bed with shrub groupings to provide background for the display. Flower-filled wooden containers or pottery tubs add color and lend interest to patio and terrace facilities.

Contract growing - The flowers may be grown on contract with greenhouse operators. The order should be placed several months in advance of need. The management should have the following information when placing the order: budget limit, flower varieties needed, what sizes, how many or the number of square feet to cover, and when they should be ready for delivery.

Erosion control

Some type of construction material must be used along the traffic ways to retain the soil and other materials. Possible barriers are: wood frames, concrete blocks, bricks, railroad ties, flagstone, and field rock. The most satisfactory material, according to several show directors, is wood, followed by concrete blocks and bricks. The proper material to select will depend on several factors including: cost, where to be used, straight or curving walks, availability, and ease of construction.

Holding media - To help reduce moisture loss from balled and burlapped plants, some material must be used around the ball. Select a material which is inexpensive, but will still give results. Soil, sawdust, peat moss, shredded bark, barkdust, sand and peat mix, rerolite, and licorice root are presently used. Sawdust is one of the best because it is light weight and easy to clean up. It will hold moisture, but not become waterlogged.

Holding media under sod - Surveyed shows listed materials in the following order for use under sod: sawdust, sand, soil and peat moss. The preferred material may depend on whether it is a spring or summer activity. For example higher temperatures will require more moisture to prevent wilting of the plants. A material like peat moss with a tremendous water holding capacity when combined with the high temperature

could deteriorate the sod. If sawdust is available, it is still the best for most shows.

Soil, peat moss, and barkdust might stain walls and floor coverings. The surveyed show directors recommend that a plastic film be used against construction materials to alleviate the problem. Moisture problems for nearby walls are also overcome in this manner.

Lighting effects - The show may be designed with either a daytime or nightime atmosphere in mind. The daytime effect will require that the entire building be lighted with additional flood and spot lights located on the focal points. Lighting should be incorporated into the points of interest to intensify the focal areas.

Night decorative lighting can be used in three ways: (a) To illuminate the walks, steps, and living areas for nightime use, (b) Illuminate and dramatize plant materials, (c) As another decorative element in the garden displays.

Lighting can be direct light from the source to the trees, shrubs, flowers, pools, etc. In all of these cases the source of light should be hidden. Indirect light may also be used where a reflecting surface directs the illumination to the area or object to be lighted.

Glow light as a major element of the landscape could also be considered. In this case the light itself is the object to be seen. The Japanese lantern is a perfect example. This final arrangement of night lighting is best

done on the site. To avoid harsh lighting effects, baffle the light source.

Building material and storage - Fencing, erosion control materials, lighting supplies, and patio blocks are often available on loan from local dealers. After a few years of this policy, they may be reluctant to cooperate; consequently, management may be required to purchase certain construction materials. Most products are too expensive for one time use; therefore, management has a choice of either finding available storage facilities which could present a problem or selling in a plant and material sale after the show closes. If these methods are unsuccessful, the goods could be delivered to a local garden center where they might be sold. If management decides to purchase certain materials, the storage or disposition problem should be solved before purchasing.

Management Details

Space-selling techniques - A prospective exhibitors mailing list should be placed on an easy to use addressing device. This list of company names and addresses should be revised each year.

A new brochure should be printed each year for mailing. It could be compiled with some of the following ideas: (a) show name, (b) dates and times, (c) location,

(d) sponsors, (e) past and anticipated attendance, (f) the advertising and promotion program, (g) master plan with the booth spaces numbered, (h) chart showing each booth number and price, (i) move-in schedule, (j) booth limits and facilities, (k) possible rental of materials, (l) required deposit must accompany space reservation and balance must be paid prior to opening, (m) show management and -- for additional information, contact. Some brochures have included committee names. Lang (1959) states that "publication of the names of committee members on literature used for soliciting space sales and verbal presentation made to prospective exhibitors are the less obvious pressures to sell space (p.55)."

Show regulations - Management of the larger events should have a policy on the regulations. These controls could be divided into two parts.

The first group should include the physical aspects of construction and placement of sales booth. (a) move-in time, (b) method of delivery of materials, (c) sound equipment, (d) height of display, (e) the distance that tall solid objects may extend from the backline, (f) the type of lighting, and (g) other physical properties of the exhibit. Certain fire regulations should also be noted.

The second group covers exhibitors, and their staffs' conduct and attendees. Some shows prohibit solicitation

outside their own booth area. This helps prevent certain exhibitors from becoming a nuisance to the viewers and other exhibitors. Management may also regulate the use of costumed models and the costumes themselves. Children should be accompanied by an adult to reduce annoyance possibility.

Advertising and publicity - All forms of mass media publicity must be used to inform the desired audience. Regardless of how well the show has been planned the publicity program is one of the most important details. This is the reason why many large shows use the services of promotion companies.

Smaller shows may have the most difficult problem because they lack sufficient funds. If finances will allow, management should contact a local advertising company. They are professional ad people and are capable of obtaining best results with limited resources.

Many exhibitors have the idea that a public show where a fee is collected should handle the publicity. Unfortunately, these exhibitors fail to recognize the publicity value of their own participation. Exhibitors should cooperate by including show time information in their business advertising program. This effort should start seven to ten days before opening day.

Daily memos - The exhibitors are entitled to receive a

daily bulletin. It could include the following ideas: daily attendance figures, events scheduled or anticipated for the day, and special mention of publicity results.

Insurance and security

In many cases it is impossible to secure insurance covering all theft and fire risks because the rates are prohibitive. If management is unable to obtain sufficient coverage, they should advise the exhibitors to secure a rider on their business policy.

Public liability risks are provided by management, usually in accordance with the terms of the building contract. Most policies will provide adequate protection except they will not cover the exhibitors' risk. If someone is injured in an area occupied by an exhibitor, the owner could be made a party of the legal action; therefore, exhibitors must secure advice from their business insurance agent.

Chapter 3

CONSTRUCTING AND JUDGING

Construction of the show

The construction process will depend upon the display type. For instance a large production which is constructed by landscape contractors will be handled differently than when the area is constructed by the producers.

When the show is staged by individual landscape contractors, the designer must determine the location for each garden, so the contractor may install his own garden within the limited area. Landscapers having the central areas could be allowed to begin first; however, the starting point may depend on entrances to the building. If only one entrance can be used, the displays in the opposite end should start first and proceed toward it.

For a display area installed either by management or a total cooperative effort, the construction will depend entirely on the coordinator of the exhibit. Especially in a cooperative show, this individual must know how to motivate people and move materials. Since this is a team effort, the landscapers must be willing to receive guidance from the team leader to make the construction progress. The following information can be used in most display types; however, its success has been proven with the cooperative approach.

Prepare plan for construction - First prepare blueprints of the plan. Second, measure and mark the scale plan at two feet intervals. Starting at one end number the lines so the numbers read two, four, etc.

Third, measure and mark along each of these lines from the side wall to the walkway. This will aid in establishing the planned traffic pattern. Fourth, establish the limits of the patios and terraces, so they may be located early in construction.

Prepare building for installation - The first step is to measure and mark building according to the plan. This is accomplished by using a measuring tape and chalk. Measure and mark the two feet intervals and number the same as plan.

Second, locate the walkways as illustrated on the plan. After marking the walk outline, use chalk to make a heavy line, so it will be visible for construction personnel.

From the patio and terrace dimensions and approximate locations, it should be easy to outline locations for construction.

Patio, fence, and building construction - Since these structural elements may take several hours to construct, they should be started first. Construction can only take place in areas where it will not be hampered when bringing other materials into the building. It is important to note that tractor equipment will save many man hours;

therefore, room must be provided for this equipment to move in and out of the building for as long as necessary. Fence or screening materials which are to be placed against the wall should be erected before plants and other material are delivered.

Placement of plant materials - The placement of all materials should continue in two directions including from the center of display area out to the ends of the building and from the side walls to the walkway. This will allow materials to be moved by using mechanical equipment.

As trees and shrubs enter the building, their approximate location can be determined by the number system on the plan and the floor. Locating according to this method reduces need for double handling. Select the plants best show side and space them to create the desired effect.

As the plants are being arranged, the holding media should be placed around the earth balls. Large amounts of bulk sawdust or other materials can be transported by front-end loader relieving man power for other duties.

After the trees and shrubs are ready for show, flowers may be placed in the flower beds. Sod should be the last material to be installed.

Competitive judging - Show displays which are constructed by individual landscape contractors might be judged for awards. This is the reason for including this section.

Judging ideas - It is essential that management select judges familiar with the basic principles of landscape composition and design as applied to all types of landscape development.

The National Council of State Garden Clubs (1957) recommends the following score sheet for judges to use.

GARDEN FOCAL POINTS

Design	25
Scale of focal points to plant materials	25
Color	25
Combination of materials	25
	100

GARDEN DESIGN SCALE

Design	60
Consistency	10
Proportion overall effect	20
Suitability of Plant Material	10
Color Harmony	10
Quality and suitability of accessories	10
Plant Materials	40
Quality	15
Seasonability	10
Condition	15
	100

(P. 116)

List of Awards Types

Major Awards -

1. President's cup for the most meritorious exhibit.
2. Governor's award for the most meritorious display.
3. Bulkley Medal given by the Garden Clubs of America at only five of the nations leading flower shows. This award is presented for an outstanding exhibit of special merit and/or educational value.
4. Sylvia award presented by the Society of American Florists for outstanding use of flowers and plants.
5. The three most popular gardens selected by a popular opinion poll of the show visitors.
6. Men's Garden Clubs of America Medal, awarded to the garden most appropriately displaying the use of plants best suited for area where the show is staged.

Minor Awards -

1. Trustees' trophy as a garden designed for outdoor living.
2. Best exhibit staged by a commercial grower.
3. Mayor's Silver Tray - the exhibit providing the most useful garden information.
4. Gold Medal for a display showing the most originality and rendering a real service to the garden public.
5. Design with structural emphasis.
6. Honorable mention.

APPENDIX

APPENDIX A GARDEN SHOW QUESTIONNAIRE

I. SHOW CLASSIFICATION:
(Check according to year)

	YEAR		
	1966	1967	1968
1. Please classify your show according to the following list:			
(a) PATIO-GARDEN SHOW (No flower arrangements)			
(b) FLOWER AND GARDEN SHOW (Flower arrangements and gardens)			
(c) FLOWER SHOW (No gardens)			
(d) OUTDOOR-INDOOR LIVING SHOW (Gardens and interior decorations)			
(e) OTHER_____			
2. The display portion of the show is presently being managed on a:			
(a) Competitive Basis (Judging)			
(b) Section Assignment			
(c) Show Display Area and Section Assignment			
(d) Show Display Area and Competitive Sections			
(e) Total Cooperative Effect			
(f) Other_____			
3. What was the show attendance for the last three years?			
4. The main objective of your show is: (Check for each year)			
(a) Education			
(b) Sales Promotion, or			
(c) Combination of the above			
5. If there is an educational function, what is the function?			
(a) Landscape Design			
(b) Greater Use of Hardy Plants			
(c) New Plant Varieties			
(d) Other_____			

II. FINANCIAL:

	YEAR		
	1966	1967	1968
1. What was the total budget for each year?	$	$	$
2. Percentage breakdown:			
(a) Advertising Expense	%	%	%
(b) Management Cost	%	%	%
(c) Building Rental	%	%	%
(d) Display Expense	%	%	%
(e) Other_____	%	%	%
3. What was your garden display budget for each year?	$	$	$
4. How is the show presently being financed? (Check and give percentages)			
(a) _____Entrance Fees	%	%	%
(b) _____Exhibitor's Booths	%	%	%
(c) _____Concession Sales	%	%	%
(d) _____Organizations	%	%	%
(e) _____Government (City)	%	%	%
(f) _____Others_____	%	%	%
5. How many exhibitor booths were included in your show for each year?			
6. What was the average rental received from an exhibitor's booth?			
7. What entrance fee was collected each year?			

8. Are large commercial garden equipment and supply companies involved with your show? _____Yes _____No

If Yes, to what extent?_____

Their display booth is provided on a:

(a) _____Local Dealer Basis
(b) _____Regional Offices
(c) _____National Basis

9. Is your garden show having financial difficulties?

_____Yes _____No

If Yes, what, in your opinion, are some possible solutions?

_____

_____

III. EXHIBIT CONSTRUCTION DETAILS:

1. The landscape display portion of the show covers approximately _____ sq. ft. of space.

2. Approximately how many days does it take to construct the entire show? _____ days.

3. What flowering plants have you found to stand up best under garden show light conditions?

(a) _____Tulips
(b) _____Narcissus
(c) _____Hyacinths
(d) _____Petunias
(e) _____Carpet Snaps
(f) _____Garden Mums
(g) _____Geraniums
(h) _____Roses
(i) _____Lilies
(j) _____Coleus
(k) _____Impatiens
(l) _____Marigolds
(m) _____Other _____
_____.

4. What types of barrier materials have you used along the walkways?

(a) _____Wood Frames
(b) _____Bricks
(c) _____Concrete Blocks
(d) _____Flag Stones
(e) _____Other _____
_____.

Which ones are the most satisfactory?_____
_____.

5. What type of holding media are you using around plants to hold moisture?

(a) _____Soil
(b) _____Sawdust
(c) _____Peatmoss (Local)
(d) _____Peatmoss (Canadian)
(e) _____Shredded Bark
(f) _____Others_____
_____.

6. Have you found any of the above materials to stain nearby construction materials? Yes _____ No _____

If Yes, which materials?_____
_____.

7. What holding media are you using under sod?

(a) _____ Soil
(b) _____ Sawdust
(c) _____ Peatmoss
(d) _____ None
(e) _____ Other_____
_____.

8. Have you been using cold storage sod?____Yes ____No

If Yes, how successful has cold storage sod been?

(a) _____ Excellent
(b) _____ Good
(c) _____ Fair
(d) _____ Poor
(e) _____ Needs a Dye Treatment

9. Are there other garden shows in your state or nearby states? _____Yes _____No

If Yes, please provide names and addresses._____

_____

_____.

IV. MANPOWER: (Check the items that apply)

1. How much is your land-grant college or state university participating in the show?

(a) _____Extension Horticulturists from the University Help Organize and Coordinate the Show.

(b) _____Area of County Extension Horticulturist Help Organize and Coordinate the Show.

(c) _____Extension Horticulturists from the University Have an Educational Booth.

(d) _____Area or County Extension Horticulturist Has an Educational Booth.

(e) _____The University Extension Horticulturist and County Extension Horticulturist Have an Educational Booth Together.

(f) _____No Help.

2. Does the State Nurserymen's Association take an active part in the show organization? _____Yes _____No

If Yes, what do they do? _____

_____.

3. Does the Local Chapter of the American Society of

Landscape Architects take an active part? ____Yes ____No

If Yes, what do they do?_____

_____.

Does the show designer receive payment for his services? ____Yes ____No

4. Do you feel that the Local Chapter of American Society of Landscape Architects should provide the show design?

____Yes ____No

APPENDIX B -- Number Of Years That Major Garden Shows Have Existed.

SHOW NAME	No. of Years
New England Show, Boston	98
Int'l Flower & Garden Fair, New York	52
The California Spring Garden Show, California	37
Cleveland Home & Flower Show, Ohio	26
Long Island Garden Show, New York	22
Northwestern Ohio Flower & Home Show, Toledo, Ohio	19
Toronto Spring Flower Show, Canada	15
Chicago World Flower Show, Illinois	11
Indiana Flower & Patio Show, Indiana	11
Colorado Garden & Home Show, Denver, Colorado	10
Southern Living Show, North Carolina	9
Northwest Flower & Garden Show, Portland	8
Midwest Flower & Garden Show, Milwaukee	6
National Capitol Flower & Garden Show, Washington, D.C.	6
Patio-Garden Show, Crown Point, Indiana	5
Philadelphia Spring Flower Show, Pennsylvania	5
New Jersey Flower & Garden Show, New Jersey	3
Tulsa Garden Show, Oklahoma	2

APPENDIX C -- Show Attendance; Changes during a Three Year Period, 1966-68.

SHOW	1966 ATT.	PERCENT OF CHANGE	1967 ATT.	PERCENT OF CHANGE	1968 ATT.
Int'l Flower & Garden Fair - New York	285,000	-7.7	263,000	-3.2	254,000
Chicago World Flower Show - Illinois	365,143	-16.7	304,000	+9.5	338,600
Philadelphia Spring Flower Show - Pennsylvania	65,000	+30.8	85,000	+30.8	105,000
Northwestern Flower & Garden Show - Oregon	60,493	+6.6	64,514	-5.6	61,141
Indiana Flower & Patio - Indiana	115,000	+8.7	125,000	+8.7	135,000
New England Spring Garden & Flower Show - Boston, Massachusetts	90,000	+4.4	94,000	+6.7	100,000
Southern Living Show - North Carolina	45,000	0.0	45,000	-6.7	42,000
Orange Show's Int'l Garden Exposition - California	---	---	95,000	+5.3	100,000
Midwest Flower and Garden Show - Wisconsin	82,000	+5.7	86,683	+10.8	95,503

Continued

APPENDIX C -- Continued

SHOW	1966 ATT.	PERCENT OF CHANGE	1967 ATT.	PERCENT OF CHANGE	1968 ATT.
Cleveland Home and Flower Show - Ohio	146,000	+13.0	165,000	+6.8	175,000
Colorado Garden & Home Show - Colorado	65,000	+7.7	70,000	+12.3	78,000
Toronto Spring Flower Show - Canada	---	---	40,000	0.0	40,000
New Jersey Flower & Garden Show - New Jersey	---	---	40,000	0.0	40,000
Greater Kansas City Flower & Garden Show - Missouri	88,560	+1.7	90,085	+2.4	92,212
Columbus Flower & Garden Show - Ohio	25,000	0.0	25,000	0.0	25,000
Buffalo Better Home Exposition - New York	102,000	+3.9	106,000	-19.6	86,000
Kentuckiana Garden & Patio Show - Louisville, Kentucky	10,000	+100.0	20,000	+2.0	20,200
The California Spring Garden Show - California	60,500	+50.3	90,988	---	---

Continued

APPENDIX C -- Continued

SHOW	1966 ATT.	PERCENT OF CHANGE	1967 ATT.	PERCENT OF CHANGE	1968 ATT.
Patio-Garden Show - Crown Point, Indiana	100,000	+15.0	115,000	+10.0	125,000
National Home Show - Toronto, Canada	185,000	+2.7	190,000	+5.4	200,000
Houston Flower & Garden Show - Texas	5,000	+36.0	6,800	+64.0	10,000
Pennsylvania Builders & Garden Show - Pennsylvania	122,000	-8.2	112,000	0.0	112,000
		Mean Increase 15.9%		Mean Increase 8.2%	

APPENDIX D -- Attendance Costs,

Per Person

SHOW NAME	1966	PERCENT OF CHANGE	1967	PERCENT OF CHANGE	1968
Show "A"	$1.58	+10.7	$1.75	+10.1	$1.91
Show "B"	.62	-4.8	.59	+3.2	.61
Show "C"	.56	-1.8	.55	-1.8	.54
Show "D"	.35	+14.3	.40	+45.7	.56
Show "E"	2.31	+11.3	2.57	+4.3	2.67
Show "F"	.88	-3.4	.85	+22.7	1.05
Show "G"	.61	-4.9	.58	00.0	.58
Show "H"	.03	00.0	.03	00.0	.03
Show "I"	.04	-25.0	.03	00.0	.03
Show "J"	.60	-1.7	.59	-15.0	.50
Show "K"	.54	+25.9	.68	+37.0	.88
Mean Increase		1.9		9.7	

APPENDIX E The Methods of Financing Garden Shows and Their Percentage Range

Items	No. of Shows	Percentage Range	Mean Percentage
Entrance Fees	28	20-70	49.3
Exhibitor's Booths	24	16-75	40.3
Concession Sales	10	5-10	4.5
Organizations	0	0- 0	
Government (City)	1	0-20	
State or County Fair	4	80-100	
Other	2	4-18	

APPENDIX F Percentage Breakdown of Total Budget

Expense	Percentage Breakdown Range	Mean Percentage
Advertising Expense	13-27	15.9
Management Cost	5-20	15.1
Building Rental	7-40	20.3
Display Expense	14-50	22.8
Other	16-29	22.8

APPENDIX G Number of Garden Shows Using Each Main Show Objective

Objectives	PERCENT OF SHOW	1966	1967	1968
		(N=19)	(N=19)	(N=19)
Education	26.3	5	5	4
Sales Promotion	15.8	3	3	2
Combination of Above	57.9	11	11	11

Information Obtained from survey.

APPENDIX H The Educational Functions Which Could Be Used By A Garden Show And The Number Of Shows Presently Using Each

Functions	1966	1967	1968
	(N=36)	(N=35)	(N=35)
Landscape Design	17	15	16
Great Use of Hardy Plants	11	11	11
New Plant Varieties	5	6	5
Other:			
Help Home Gardeners	1	1	1
Have Professionals on hand to answer question	1	1	1
The show was created to present new ideas for Contemporary Living	1	1	1

Some shows have more than one educational function

APPENDIX I Classification of Garden Shows According to the Show Type

Show Type	1966	1967	1968
	(N=31)	(N=32)	(N=32)
Patio-Garden Show (No Flower Arrangements)	5	4	5
Flower & Garden Show (Flower Arrangements & Gardens)	14	15	14
Flower Show	1	1	1
Outdoor-Indoor Living Show (Gardens & Interior Design)	2	3	3
Home and Flower Show	3	3	3
Home and Garden Show	4	4	4
Outdoor-Indoor Living Show (With Flower Arrangements)	1	1	1
Builders & Garden Show	1	1	1

Information obtained from the survey and American Nurserymen Magazines.

APPENDIX J The Commonly Used Types of Garden Displav Management and the Frequency of Use of Each Type

Management Type	1966 (N=26)	1967 (N=26)	1968 (N=26)	% of Shows Surveyed
Competitive Basis (Judging)	14	14	14	53.8
Section Assignment	2	2	2	7.7
Show Display Area and Competitive Sections	5	5	5	19.2
Show Display Area and Section Assignment	3	3	3	11.5
Total Cooperative Effect	2	2	2	7.7

APPENDIX K Percentage of Total Population of the Metropolitan Area Attending Garden Shows.

High Metropolitan Population Size (4,000,000-12,000,000)

Show City	Show Attendance[1]	SMSA[2]	% of Population Attending Show
New York, New York	267,333	10,694,633	2.50
Chicago, Illinois	335,914	6,220,913	5.39
Philadelphia, Pennsylvania	85,000	4,342,897	1.96
		Mean	3.28

Medium Metropolitan Population Size (1,000,000-4,000.000)

Show City	Show Attendance[1]	SMSA[2]	% of Population Attending Show
Boston, Mass.	94,667	2,589,301	3.65
Long Island, N.Y.	66,500	1,966,955	3.38
Cleveland, Ohio	162,000	1,796,595	9.00
West Orange, N.J.	40,000	1,689,420	2.37
Toronto, Canada	191,667	1,600,000	12.00
Toronto, Canada	40,000	1,600,000	2.50
Buffalo, N.Y.	98,000	1,306,957	7.48
Crown Point, Ind.	113,333	1,200,000	9.42
Milwaukee, Wisc.	88,062	1,194,290	7.40
Kansas City, Mo.	90,286	1,039,493	8.68
Oakland, Calif.	75,744	2,783,359	2.72
Houston, Texas	7,267	1,243,158	.59
		Mean	5.77

Continued

APPENDIX K Continued

Low Metropolitan Population Size
(50,000-1,000,000)

Show City	Show Attendance[1]	SMSA[2]	% of Population Attending Show
Denver, Colo.	71,000	929,383	7.64
Portland, Ore.	62,048	821,897	7.55
Ontario, Calif.	97,500	809,782	12.04
Louisville, Ky.	16,667	725,139	2.30
Indianapolis, Ind.	125,000	697,567	17.91
Columbus, Ohio	25,000	682,962	3.66
Charlotte, N.C.	44,000	272,111	16.17
Winnipeg, Canada	90,000	500,000	18.00
Harrisburg, Pa.	115,333	345,071	33.41
		Mean	13.18

1. The average show attendance for the years of 1966, 1967, and 1968.

2. SMSA - Standard Metropolitan Statistical Area - Population of 50,000 or more, or "twin cities" with a combined population of at least 50,000.

APPENDIX L The Comparison of Show Dates During a Three Year Period Shows the Majority of Garden Shows are Staged During a Three Week Period.

Show Name	1966	1967	1968
Int'l Flower & Garden Fair New York	3/5-13*1	3/4-12*1	3/2-10*1
Chicago World Flower Show Illinois	3/19-27*2	3/11-19*2	3/23-31*3
Philadelphia Spring Flower Show - Pennsylvania	3/12-17	3/12-19*2	3/10-17*2
Northwest Flower & Garden Show - Oregon	4/13-17	3/7-12*1	3/12-17*2
Indiana Flower & Patio Show - Indiana	3/5-13*1	3/4-12*1	3/2-10*1
New England Spring Garden & Flower Show - Massachusetts	3/12-20*2	3/16-24*2	3/16-24*3
Southern Living Show - North Carolina	3/4-13*1	3/4-12*1	2/24-3/3
Builders, Home, Furniture & Flower Show - Michigan	2/19-27	2/18-26	2/17-25

Continued

APPENDIX L Continued

Show Name	1966	1967	1968
Midwest Flower and Garden Show - Wisconsin	3/5-13*1	3/3-12*1	3/1-10*1
National Capital Flower and Garden Show - Washington, D. C.	3/11-20*2	3/3-9*1	3/8-17*2
Orange Show's Int'l Garden Exposition - California	-	3/9-18*2	3/7-17*2
Cleveland Home and Flower Show - Ohio	3/5-13*1	2/25-3/5	3/2-10*1
Long Island Garden Show - New York	3/26-4/3	2/18-26	3/9-17*2
Colorado Garden & Home Show - Colorado	3/29-4/3	2/4-12	2/2-11
Tulsa Garden Show - Oklahoma	-	-	2/1-3*1
Toronto Spring Flower Show - Canada	-	-	2/27-3/3
New Jersey Flower & Garden Show - New Jersey	-	4/8-12	3/22-28*3
Greater Kansas City Flower & Garden Show - Kansas City, Missouri	2/27-3/6	2/28-3/5	2/24-3/3

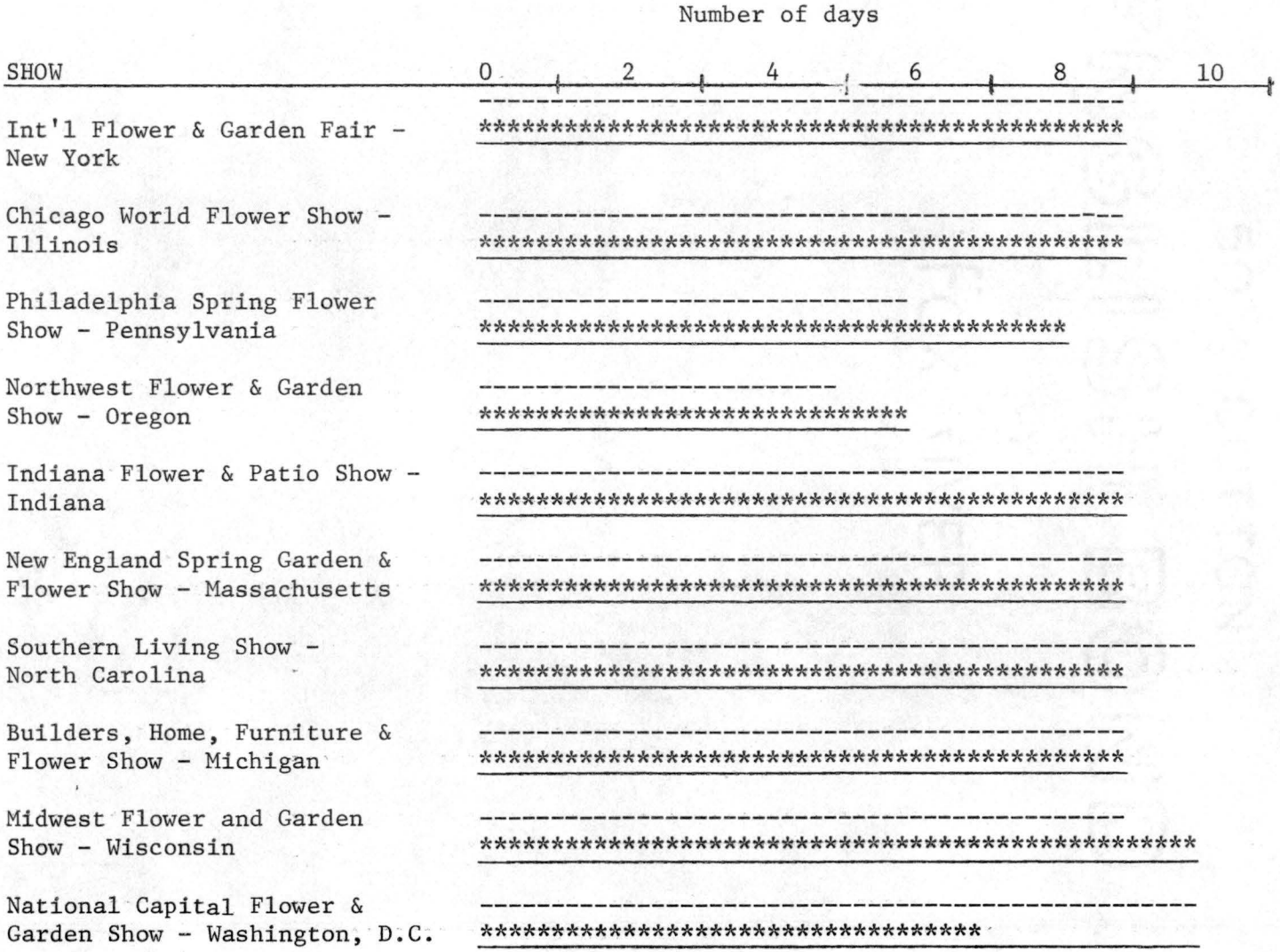
Continued

APPENDIX L Continued

Show Name	1966	1967	1968
Greater Mich. Home & Garden Show - Michigan	3/21-28	3/13-18*2	-
Columbus Flower & Garden Show - Ohio	3/6-13*1	3/5-12*1	3/3-10*1
Northwestern Ohio Flower and Home Show - Ohio	3/22-27	3/7-12*1	3/26-31*3
The Calif. Spring Garden Show - California	4/23-5/1	5/5-14	5/10-19
Cincinnati Garden Show - Ohio	3/15-20*2	4/4-9	-
Patio-Garden Show - Crown Point, Indiana	8/20-27	8/19-26	8/17-24
National Home Show - Toronto, Canada	-	-	3/29-4/6*3
Winnipeg Int'l Flower Show - Canada	8/25-26	8/24-25	8/22-23

- Unable to find a show date for that year.
*1 First set of conflicting dates
*2 Second set of conflicting dates
*3 Third set of conflicting dates

APPENDIX M -- The length of each show for 1966, 1967, and 1968.



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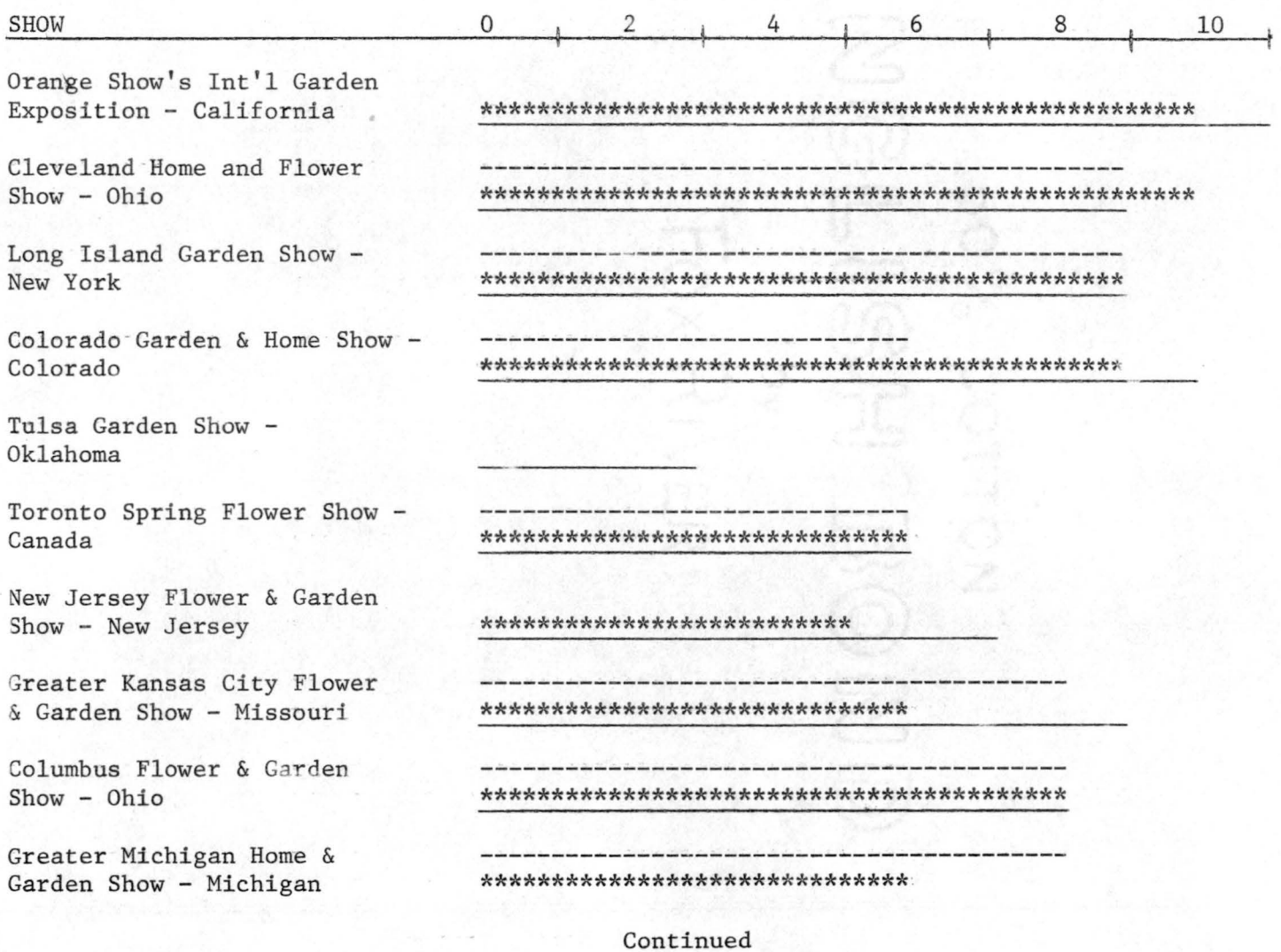
APPENDIX M -- Continued



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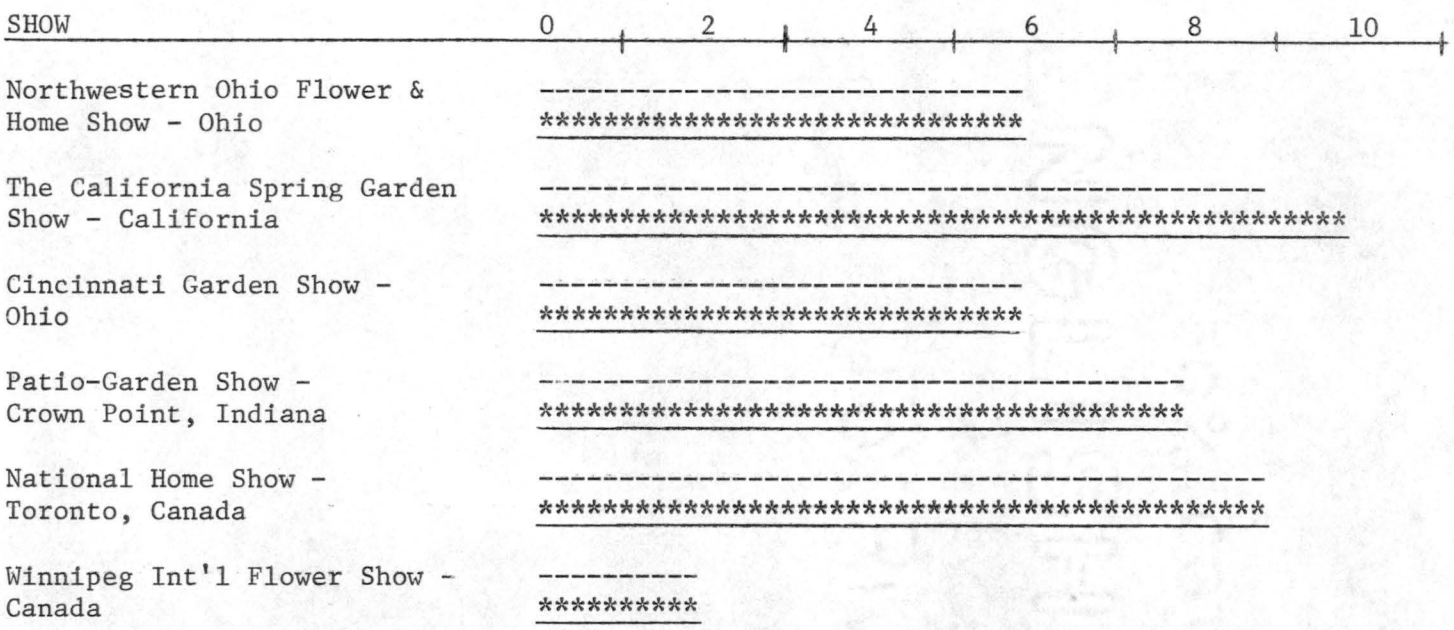
APPENDIX M -- Continued



----- 1966 show length

***** 1967 show length

_____ 1968 show length

APPENDIX N Cost of Garden Display Area Per Square Foot

Show	1966	1967	1968
Show "A"	$1.23	$1.38	$1.53
Show "B"	4.23	4.23	3.18
Show "C"	.80	.99	1.24
Show "D"	.26	.26	.26
Show "E"	.50	1.00	1.50
Show "F"	.26	.26	.26
Show "G"	.62	.62	.62
Show "H"	.23	.23	.23
Show "I"	.05	.06	.08
Show "J"	.55	.95	1.48

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ADDITIONAL ASSISTANCE

For further information on planning a garden display, the following is a list of sources that might provide needed answers.

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