



 **FEB 5-7, 2027** | KNOXVILLE CONVENTION CENTER 



EXHIBITOR INFORMATION PACKET



HOUSE & GARDEN SHOW

FEBRUARY 5-7, 2027 | KNOXVILLE CONVENTION CENTER

The House & Garden Show is the largest annual fundraiser for Dogwood Arts—and the backbone of our year-round programming. Your participation makes it all possible. From keeping beloved events like Chalk Walk and the Dogwood Arts Festival free and open to the public, to supporting youth initiatives like *Art Kit for Kids*, and promoting Knoxville's historic Dogwood Trails, your involvement fuels creativity across our community.



Since 1978, the House & Garden Show has been recognized as the premier event of its kind in East Tennessee, drawing thousands of attendees each year eager to discover the latest in home improvement, landscape design, décor, and more. Thanks to a robust, multi-channel marketing campaign, the show attracts homeowners ready to connect with trusted professionals and explore products and services that inspire.

SHOW FEATURES

- 200+ EXHIBITORS
- GRAND GARDENS
- HOW-TO STAGE
- MAKER MARKET
- EXPERT PANELS
- COMMUNITY ORGANIZATION FAIR
- LIVE MUSIC
- DEMO ZONE
- FLOWER + PLANT SALES

WHO ATTENDS?

- 5,000-7,000 ATTENDEES ANNUALLY
- \$98.3K HOUSEHOLD AVERAGE INCOME
- \$77.6K HOUSEHOLD AVERAGE DISPOSABLE INCOME
- \$358K MEDIAN HOUSE VALUE
- 88% ARE HOMEOWNERS

HOURS

- FRIDAY, FEB. 5TH 10AM - 6PM
- SATURDAY, FEB. 6TH 10AM - 6PM
- SUNDAY, FEB. 7TH 10AM - 4PM

ADMISSION

- \$10 ADULTS
- \$8 SENIORS & VETERANS
- FREE FOR KIDS 12 & UNDER



**SCAN TO
REGISTER**

or visit
dogwoodarts.com/houseandgardenshow

MEDIA & MARKETING

The House & Garden Show is heavily promoted through partnerships with every sizable media outlet in the Knoxville market. This includes promotions across radio, tv, social media, billboards, print and digital media that have been purchased and donated as in-kind sponsorships.



54K FOLLOWERS | 24K EMAIL SUBSCRIBERS



MEDIA PARTNERS

RADIO: CUMULUS, MIDWEST, SUMMIT, M&M BROADCASTING, WUTK, WFIV, WDVX

TV: WBIR, WVLT, WATE

PRINT & DIGITAL: KNOXVILLE NEWS SENTINEL, SCOUT GUIDE, KNOXVILLE CITY LIFESTYLE, EVERYTHING KNOXVILLE, HOME CONCEPTS MAGAZINE, SOCIAL INDOOR KNOXVILLE

**IN 2026, MEDIA PROMOTION FOR THE
HOUSE & GARDEN SHOW WAS VALUED AT \$90,000.**





HOUSE & GARDEN SHOW

2027 EXHIBITOR INFORMATION

TRADITIONAL EXHIBITORS

BOOTH RATES

SIZE	REGULAR RATE	SHOW SPECIAL 15% OFF	EARLY BIRD 10% OFF	THIS SELECTION INCLUDES
		REGISTER BY 2/28/26	REGISTER BY 8/31/26	
10X10	\$1,425	\$1,211.25	\$1,282.50	(1) 6' table, (2) chairs, pipe & drape
10X20	\$2,420	\$2,057	\$2,178	(2) 6' tables, (4) chairs, pipe & drape
10X30	\$3,135	\$2,664.75	\$2,821.50	(3) 6' tables, (6) chairs, pipe & drape
10X40	\$3,740	\$3,179	\$3,366	(4) 6' tables, (8) chairs, pipe & drape
20X20 STANDALONE	\$3,500	\$2,975	\$3,150	no tables, chairs, or pipe & drape
BULK: 20X20	\$3,080	\$2,618	\$2,772	no tables, chairs, or pipe & drape
BULK: 20X30	\$4,620	\$3,927	\$4,158	no tables, chairs, or pipe & drape
BULK: 20X40	\$5,720	\$4,862	\$5,148	no tables, chairs, or pipe & drape
BULK: 20X50	\$7,150	\$6,077.50	\$6,435	no tables, chairs, or pipe & drape
CORNER	\$250	\$250	\$250	

FURNISHING DETAILS:

TABLES: 6' skirted table (*black skirt with white top*)

PIPE & DRAPE: 10' wide x 8' tall back drape, 10' long x 3' tall side drapes (*number of side drapes may vary for corner location, drape color determined by Show Organizers - typically champagne*)

EVERY SELECTION INCLUDES: Complimentary tickets (# determined by booth size), Exhibitor badges (*picked up on-site the first day of Show*), and a Listing in the Online Exhibitor Directory with link to your website.

Additional furnishings for your booth space (carpet, stools, additional tables & chairs, etc.) are available to rent through ACES. Please contact wes@allconventionexpo.com for more information.

ELECTRICITY & WIFI

All wifi and electricity orders will be placed through and managed by the Knoxville Convention Center, not House & Garden Show staff. We recommend purchasing wifi (\$49.95 for 3 days) as cellular service is spotty on the Show Floor. If you have devices that need to be charged (cell phones, tablets, square readers, etc.) or display items that require electricity, you must purchase electrical through the Convention Center (\$75). **These rates are available through January 21, 2027.**

You will be able to purchase both wifi and electric on-site, however we cannot guarantee wait & delivery time, and highly encourage you to pre-purchase booth utilities.

<https://exhibitors.venueops.com/exhibitorStore/account-1952-A/exhibition-7427-A>



EXHIBITOR REGISTRATION + MANAGEMENT PORTAL

We are now using **Eventeny** to manage all aspects of the Exhibitor Experience! This new platform is particularly helpful for exhibitors and vendors because it streamlines and simplifies many of the logistical, administrative, and promotional aspects of participating in events.

- **Simple Online Application** – Apply quickly and easily through a streamlined digital form.
- **Secure Digital Payments** – Pay fees, deposits, and manage your payment schedule all in one place.
- **Centralized Information Hub** – Access booth assignments, load-in instructions, maps, and updates anytime.
- **Direct Communication** – Stay informed with real-time messages from event organizers through the platform.
- **Custom Vendor Profile** – Upload photos, product descriptions, and social media links to showcase your brand.
- **Extra Visibility** – Your profile is visible to attendees before, during, and after the event—helping drive traffic to your booth.
- **Mobile-Friendly Access** – View all event info on your phone or tablet while on the go.
- **E-commerce Options** – Some events offer online sales features, allowing you to reach customers even outside of event hours.
- **Easy Check-In Process** – Speedy digital check-in gets you set up and selling faster.
- **Time-Saving Efficiency** – Reduce back-and-forth emails and manage everything in one organized platform.



eventeny

SCAN TO REGISTER TODAY!

or visit dogwoodarts.com/houseandgardenshow





HOUSE & GARDEN SHOW

2027 SPONSORSHIP INFORMATION

HOW-TO STAGE SPONSOR \$7,000

- All items included in the **GOLD & SILVER SPONSOR** categories below **PLUS**
- Company logo on stage signage and stage schedule signage placed on show floor and mezzanine level
- Opportunity to participate in an on-air TV interview at the show (time and date TBD)
- Recognition as Main Stage Sponsor on Dogwood Arts website & half-page ad in the Show Program
- Social media recognition on all posts promoting How to Stage Presentations leading up to the show
- Additional 10x10 booth space with corner + electricity/wifi (**10x30 corner booth + electrical & wifi included - \$3,485 value**)

GOLD LEVEL SPONSORSHIP \$5,000

- All items included in the **SILVER LEVEL SPONSOR** category below **PLUS**
- Logo on select TV spots (aired on WBIR, WATE, WVLT): *~150 spots total in previous years*
- Half-Page Ad in the Show Program (~5,000 copies)
- Additional 10x10 booth space with corner + electricity/wifi (**10x20 corner booth + electrical & wifi included - \$2,770 value**)

SILVER LEVEL SPONSORSHIP \$3,500

- Category exclusivity at the sponsor level
- Company logo on signage in multiple locations throughout the convention center including entrances and exits
- Exhibitor booth or onsite activation space at the show (**10x10 corner booth + electrical & wifi included included - \$1,775 value**) *additional space is available at a discounted rate*
- Sponsorship recognition via show announcements and before stage presentations
- Company logo on rolling "Thank You" screen graphics on stage between presentations
- Opportunity to provide corporate videos with content relevant to show audience to run between presentations
- Opportunity to participate in on-air interviews in advance of the show (*time and date TBD*)
- Opportunity to participate in an on-air TV interview at the show (*time and date TBD*)
- Recognition on Dogwood Arts website (Online Exhibitor Directory) & a Quarter-Page Ad in the Show Program (~5,000 copies)
- Social media recognition posts before and after House & Garden Show (5 total posts)
- Opportunity to provide company literature or giveaway in attendee show bags
- 40 complimentary show tickets (Value = \$400)

EXHIBITOR LOUNGE SPONSORSHIP \$2,500

- Recognition as Exhibitor Lounge Sponsor on Dogwood Arts website and Show Program
- Logo on Exhibitor Lounge signage and recognition in exhibitor communication
- Opportunity to provide branded items, brochures, signage for distribution in Exhibitor Lounge
- Opportunity to provide company literature or giveaway in attendee show bags
- 20 complimentary show tickets (Value=\$200)



All Sponsorship Levels Below include:

- Sponsorship Recognition on Dogwood Arts website & Show Program
- 10 complimentary show tickets (Value = \$100)
- Opportunity to provide company literature or giveaway in attendees show bags

MAKER MARKET SPONSOR \$1,500

- Company logo on signage at the entrance to the Maker Market
- Social media Thank You posts before & after House & Garden Show

CAFE SPONSOR \$1,500

- Company logo on table tents & signage (*only 1 sponsorship available*)
- Opportunity to provide non-food branded items on bistro tables
- Social media Thank You posts before & after House & Garden Show



HAPPY HOUR SPONSOR

\$750 PER DAY / \$1,500 ALL 3 DAYS

- Category open to multiple sponsors - *one per day*
- Company logo on signage at the bar area announcing the sponsorship and time for happy hour each day
- Sponsorship Recognition during overhead and stage announcements
- Opportunity to hand-out out coupons or literature during Happy Hour

EXHIBITOR BREAKFAST & NETWORKING SPONSOR

\$750 PER DAY / \$1,500 ALL 3 DAYS

- Category open to multiple sponsors - *one per day*
- Company logo on signage in the Exhibitor Lounge recognizing the sponsorship and time for breakfast service
- Sponsorship Recognition during pre-show overhead announcements
- Opportunity to hand-out out coupons, company literature, promotional items, etc. during breakfast service
- Dogwood Arts will handle catering orders (breakfast pastries, bagels, coffee, tea, etc.) through the Knoxville Convention Center. *No outside food or drink is allowed to be brought in.*



HOUSE & GARDEN SHOW

BOOTH ASSIGNMENTS, LOAD-IN, LOAD-OUT PROCEDURES

BEFORE THE SHOW

CERTIFICATE OF INSURANCE

All exhibitors are REQUIRED to submit a Certificate of Insurance for the Knoxville Convention Center to keep on file. An example of this year's Exhibitor COI can be found in the 'Important Documents' section of this packet and will provide your insurance agent with the exact language and coverages needed. ***Please pay special attention to the wording in the Description of Operations/Locations/Vehicles and Certificate Holder fields to ensure that your document matches the example form.***

BOOTH ASSIGNMENTS

- PLEASE NOTE: We cannot guarantee product or service exclusivity for any exhibitors. However, we do our best not to place vendors who are in direct competition near each other on the Show Floor.
- ***Booth assignments are made in the order we receive applications — the earlier you register, the more likely you will receive your preferred booth location.***

You will receive your final booth assignment 2 weeks before the event.

LOAD-IN

WEDNESDAY, FEB. 3RD AM BLOCK: 8AM-12PM PM BLOCK: 2-7PM	THURSDAY, FEB. 4TH AM BLOCK: 8AM-12PM PM BLOCK: 2-7PM
EXTENSIVE BUILDS ONLY <i>REQUIRES DRIVING ONTO SHOW FLOOR</i>	MODERATE/SIMPLE SETUP <i>ITEMS CAN BE CARTED FROM LOADING DOCK</i>
<i>ALL BOOTHS MUST BE COMPLETELY SET-UP BY 7PM ON THURSDAY, FEB. 4TH - NO FRIDAY SET-UP ALLOWED</i>	

Loading Dock Entrance for GPS: 813 Cumberland Ave, Knoxville, TN 37902

- A limited number of hand carts will be available at the loading dock, however we recommend bringing your own cart/dolly to expedite the move-in process.
- Once you have delivered your booth items to your space on the show floor, you must move your vehicle to a parking area BEFORE you begin your set-up.
- We will make every effort to assist with load-in scheduling, so let us know if you have any new requests or need special accommodations.

LODGING

The official hotel of Dogwood Arts is the Crowne Plaza Knoxville Downtown University. It's located less than a half-mile from the Knoxville Convention Center, and you can spend the weekend in total comfort close to everything Downtown Knoxville has to offer.

To access discounted rates reserved for Exhibitors:

- Visit www.ihg.com
- Plug in Knoxville, TN and dates of stay (February 4-7th)
- In the Rate Preference box on the drop-down menu, click on "Corporate Special Rate"
- Type in the Dogwood Arts corporate number **100310205**
- Continue to Select 'Crowne Plaza Knoxville Downtown University' from the list of hotels
- Rates will reflect the discount amount available for Dogwood Arts vendors

DURING THE SHOW

EXHIBITOR PARKING

Exhibitors may use the Poplar Lot located at **906 Poplar Street**, just off Cumberland Avenue across from the Convention Center loading dock. This lot is available on a first-come, first-served basis for our exhibitors and is recommended for those with trailers. *Please do not park in the church parking lot adjacent to Poplar!* Once Poplar is full, we recommend parking in the Locust Street Garage located at 540 Locust St SW, Knoxville, TN 37902.

**If you need information about ADA parking, please contact the Knoxville Convention Center at (865) 522-5669, Monday through Friday, between the hours of 8:30 a.m. and 4:30 p.m. (EST).*



EXHIBITOR CHECK-IN

- Individuals working Exhibitor booths must check in at the **Volunteer/Exhibitor Check-in** area on the Park Concourse to pick up their Exhibitor badges. Badges will not be given out prior to Friday, February 5th at 8AM.
- Please keep your badge throughout the show and return them to the information desk or Volunteer/Exhibitor Check-In on your way out.

All Exhibitors, team members, and show staff must wear an official show badge to enter and work on the show floor!

FOOD & BEVERAGE

- The Knoxville Convention Center is now a cashless concessions venue. They accept Visa, Mastercard, Discover, AMEX, Apple Pay, Google Pay, and Samsung Pay for purchases. NO CASH will be accepted for payment at the Cafe or Bar.
 - **NO outside food, beverage or alcohol is allowed in the Convention Center during the event.** This is heavily enforced by Convention Center staff. The Convention Center cafe and other food vendors will be open during show hours offering a variety of beverages, sandwiches, salads, and snacks.
 - We will have complimentary coffee and a refillable water station (*bring your water bottles!*) for Exhibitors during show hours in the Exhibitor Lounge.
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AFTER THE SHOW

LOAD-OUT

DO NOT BEGIN BREAKDOWN PRIOR TO 4PM ON SUNDAY

PROCEDURES FOR BREAKDOWN & LOADING DOCK ACCESS

By Sunday night, we know everyone will be tired and ready to get home. We will be too! Please be patient and courteous so we can end the event on a high note.

- All exhibitors must remain set up until the end of the show at 4PM on Sunday
- All exhibitors **MUST** remove all materials from the show floor on Sunday night unless prior arrangements have been made with Show staff.
- Once the show is closed, you should begin breaking down your booth and preparing all elements for load-out
- Convention Center staff will begin removing the pipe & drape during this time

****IF YOU DO NOT NEED TO PULL INTO THE LOADING DOCK**, you can cart materials upstairs and out the exits at Cumberland or Clinch Avenue – you do not need to check out with show staff.

LOADING DOCK ACCESS: Dock passes will not be given out until approximately 5PM

- When you have completely prepped for load-out, go to the show information desk and ask to be checked out for dock access.
- A staff member will verify that you are ready to load out and provide a dock pass
- Dock passes will be given out in limited groups to minimize the # of vehicles waiting in line and causing traffic issues. As exhibitors leave the dock we will release more passes. **PLEASE BE PATIENT** during this time — we will move as quickly as possible!

DRIVE-ON ACCESS: No vehicles will be allowed to drive on the show floor until after all pipe & drape has been removed and a reasonable amount of space has opened up on the show floor leaving room for vehicles (*approximately 6-6:30PM*).

The show floor **MUST be cleared on Sunday to allow the gardens to be disassembled and removed on Monday. These elements take days to build so clearing them out in one day is a major undertaking. We need your cooperation to make sure this happens efficiently so please do not ask to wait until Monday to remove your materials. We are not responsible for any materials left on the show floor overnight on Sunday night.*



HOUSE & GARDEN SHOW

CONTACT

EXHIBITOR SALES

Dorothy Smith | (865) 898-2619 | dsmith25@hotmail.com

EXHIBITOR SUPPORT

(865) 637-4561 | exhibitors@dogwoodarts.com

SPONSORSHIP

Sherry Jenkins | (865) 637-4561 | sjenkins@dogwoodarts.com

MARKETING

Shannon Herron | (865) 637-4561 | shannon@dogwoodarts.com

KNOXVILLE CONVENTION CENTER

Kendra Gilberg | (865) 251-6025 | kendra.gilberg@asmknoxville.com

EXHIBITOR PLATFORM/REGISTRATION



SCAN TO REGISTER TODAY!

or visit dogwoodarts.com/houseandgardenshow





*Our mission is to promote and celebrate the art, culture,
and natural beauty of our region.*

DOGWOODARTS.COM