



Event Details Smart Gardening Faire, 2009

- Date and Time** Saturday, June 23, 2007, 9 AM to 5 PM
- Location** Skypark in Scotts Valley. This expansive municipal park is a familiar and readily accessible recreational destination for residents of Santa Cruz, Monterey and Santa Clara counties.
- Attendees** We anticipate that 3,000+ gardening enthusiasts, including families, will attend the Faire.
- Demographics** Our target population is the general public, including individuals ranging from beginning gardeners to highly skilled expert home gardeners and professional gardeners and landscapers.
- Speakers** We will have at least ten speakers with expert knowledge of sustainable practices for gardening and landscaping. (See the Speakers page for a list of this year's speakers.)
- Exhibitors** We will have at least fifty exhibitors who will advance the Faire's educational focus on smart gardening practices.
- Media Support** The Santa Cruz Weekly is the Faire's official print media sponsor. We will also provide press materials to numerous other print and electronic channels, both commercial and non-commercial.
- Publicity** Shea-Campbell, Inc. a full-service marketing communications agency, guides the Faire's promotional campaign.
- Signage** Our promotional plans include posters in selected locations throughout the Monterey Bay area, banners and navigational signs within the Faire site and standard identification signs on the individual exhibit booths. The design of Faire signs, posters and banners will include opportunities for the recognition of sponsors.
- Website** The Faire's website, www.smartgardening.org, provides current information about Faire's full day program of Activities, confirmed Speakers and Exhibitors and honored Sponsors.