

50 Years & Counting  
Yesterday, Today, & Tomorrow

A green rectangular logo for the 2023 WSU Master Gardener Advanced Education Conference. It features a white outline of the state of Washington on the left and a white leafy branch on the right. The text '2023 WSU MASTER GARDENER' is at the top, and 'ADVANCED EDUCATION CONFERENCE' is in the center. Below the logo is an open book icon.

2023 WSU MASTER GARDENER  
ADVANCED  
EDUCATION  
CONFERENCE

Master Gardener Foundation of Washington State  
**September 27-30, 2023**  
**Tacoma, WA**

Advanced Education for  
Washington State University  
Master Gardeners and all  
Garden Enthusiasts

A square QR code located at the bottom right of the conference information box.

# SPONSORSHIP OVERVIEW



WASHINGTON STATE UNIVERSITY  
EXTENSION



MASTER GARDENER  
FOUNDATION  
OF WASHINGTON STATE

Extension programs and policies are consistent with federal and state laws and regulations on nondiscrimination regarding race, sex, religion, age, color, creed, national or ethnic origin; physical, mental or sensory disability; marital status, sexual orientation, or status as a Vietnam-era or disabled veteran. Evidence of noncompliance may be reported through your local Extension office.

# Event Information

The [WSU Extension Master Gardener Advanced Education Conference](#) will draw WSU Master Gardeners from 39 counties across the State of Washington to sharpen their education.

The conference features continuing education for Extension Master Gardeners through plenary sessions, workshops and breakouts. A marketplace for vendors and exhibitors is included, offering attendees and exhibitors opportunity to network and share information outside of scheduled sessions. The Conference is open to the public.

Dates - The conference runs September 27-30, 2023.

Attendees – Between 400-450 certified Extension Master Gardeners and garden enthusiasts are expected to attend and receive continuing education.

Event Schedule – The conference kicks off Wednesday with pre-event workshops and tours featuring special gardens and other destinations. Registration opens Thursday morning, with an official welcome at 12:30 PM, an opening welcome reception, and over 35 sessions and workshops offered over three days. Friday features a keynote banquet. The conference winds up mid-day Saturday.

Conference Venue – All conference sessions and celebrations will be held in the full-service [Marriott Downtown Tacoma](#), 1538 Commerce St., Tacoma, WA.

## About Extension Master Gardeners

A grassroots, sociologic movement that started at Washington State University in 1973, the WSU Extension Master Gardener Program has been cultivating plants, people and communities for 50 years. The WSU Extension Master Gardener Program has been emulated across the United States and into Canada and South Korea. Today more than 100,000 university trained volunteers empower and sustain diverse communities with unbiased, research-based horticulture and environmental stewardship education across the United States, with nearly 4,000 volunteers serving Washington State. The Master Gardener Program is WSU's flagship volunteer program.

The [WSU Extension Master Gardener Program](#) addresses important sociologic and environmental issues like access to healthy food and clean water; pollinator health and habitat; climate change; wildfire preparedness and soil health. We teach people skills that will help put food on the table for friends, families and neighbors; that will help neighborhoods reduce their risk of loss due to wildfire; that will decrease the amount of greenhouse gas going into the atmosphere; that will keep our waterways clean, so we have clean water to drink. We grow healthy and resilient communities.







# Partners to Further the Mission

To further the training of volunteers and keep them abreast of cutting-edge horticultural science, the [Master Gardener Foundation of Washington State](#) hosts an annual Advanced Education Conference in partnership with WSU Extension and the dedication of WSU Extension Master Gardener volunteers. This educational event is just one way we strive to ensure that when you reach out to your local Extension Master Gardeners, you are assured of getting cutting-edge, unbiased, scientifically-supported advice. The Conference is also open to the public.

The Advanced Education Conference is fee-based but is also supported by progressive companies and organizations who care about healthy communities and our environment across the state of Washington.



[Master Gardener Foundation of WA State](#)



WASHINGTON STATE UNIVERSITY  
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[WSU Extension Master Gardener Program](#)





# Sponsorship Information



Help support the conference and gain marketing and networking benefits!

Four levels of sponsorship are available, with benefits scaled to investment (see the chart below). Cash and in-kind sponsorships are available. In addition, a silent and live auction will be held, and we welcome your donation for auction purposes.

	<b>Platinum Presenting Sponsor</b> \$3,000	<b>Gold Welcome Sponsor</b> \$1,500	<b>Silver Sponsor</b> \$750	<b>Bronze Sponsor</b> \$250
Premium placement of logo on conference website	🌸			
Premium placement of logo in sponsor reel during start, breaks and close of each day	🌸	🌸		
Complimentary Banquet tickets	4	2		
Booth in marketplace	🌸	🌸	🌸	
Option to include item in swag bag (discount coupon, sample, special offer, etc.)	🌸	🌸	🌸	
Logo on conference website	🌸	🌸	🌸	🌸
Logo in rotating sponsor reel during start, breaks and close of each day	🌸	🌸	🌸	🌸
Logo inclusion in attendee post-event acknowledgement	🌸	🌸	🌸	🌸



# Vendor and Exhibitor Information

Grab the opportunity to network directly with attendees and profile your products or services in prime spots in high traffic locations!

**Marketplace** – 8x8 Market Space with clothed and skirted table. limited spaces are available within the secured Marketplace where you can market your products geared toward the large and vital gardener community. This is a great fit for anyone wishing to sell garden-related products, specialty plants and seeds, books and periodicals, clothing, tools and irrigation products, garden furniture and art- to name a few – to an audience of eager customers! Marketplace will be open during the main hours of the conference, and you'll be joined by Master Gardener Foundations offering merchandise. You will manage your own sales. Events will be held within the Marketplace to bring traffic.



**Exhibitor Booths** – 8x8 footprint with 6-foot skirted table in high-traffic locations throughout the center, where Exhibitors can demonstrate their products and show their services – if they don't wish to sell from their booth. This is a perfect place for landscape services, local utilities, equipment retailers, irrigation innovators, etc. The booth locations are located near classrooms to ensure high traffic. Nonprofit pricing is also available.



## In-Kind Donations

*Please see additional vendor/ exhibitor information on page 8.*

In-kind donors are welcomed and fall under one of the following categories:

- Auction item (physical good or a certificate for service)
- Swag bag item (physical good or a coupon)
- Garden Patron (physical good or donated service providing a direct value, i.e., printing services)

We ask donors to state the value of the items being donated and will recognize donors of accepted gifts as described below.



- **Auction** item donors: name of business listed in the program and the website
- **Swag Bag donors:** name of business listed in the program and the website
- **Garden Patron:** donor of in-kind goods or services valued at \$750 or more will be represented on the sponsor website page as a Garden Patron with a company logo, if applicable.

**Sponsorships can be tailored to meet your needs.**

**Fill out and return the Sponsorship Pledge form or contact Gilbert Plascencia at [treasurermgfw@gmail.com](mailto:treasurermgfw@gmail.com), to pledge today!**

**We appreciate your support!**

*The Master Gardener Foundation of Washington State (MGFWS) reserves the right to accept or decline all sponsorships, gifts, and in-kind donations. All vendors and exhibitors must be approved by MGFWS.*

# SPONSOR APPLICATION

2023 WSU Master Gardener Advanced Education Conference

September 27-30, 2023

Marriott Downtown Tacoma

1538 Commerce St., Tacoma, WA



COMPANY NAME

CONTACT

ADDRESS

PHONE

CITY/STATE/ZIP

EMAIL

## SPONSORSHIP SELECTION

PLATINUM	\$3,000
GOLD	\$1,500
SILVER	\$ 750
BRONZE	\$ 250

## MARKETPLACE/EXHIBITOR SELECTION

MARKETPLACE VENDOR	\$200
NON-PROFIT VENDOR	\$ 75
EXHIBITOR	\$200
NON-PROFIT EXHIBITOR	\$ 75

*Payment in full is required to guarantee booth space.*

## PAYMENT INFORMATION

AMOUNT

PAYMENT METHOD

CHECK

VISA

MC

*Please make checks payable to Master Gardener Foundation of Washington State*

CREDIT CARD NUMBER

CVV

EXP.

NAME ON CARD

BILLING ADDRESS

CITY/STATE/ZIP

AUTHORIZED SIGNATURE



Please send completed form with check to:

Master Gardener Foundation of Washington State  
PO Box 10533  
Yakima WA 98909

[Master Gardener Foundation of Washington State](#)

The Master Gardener Foundation of Washington State is a 501(c)(3) entity.

Federal Tax ID# is: 91-1148165



# AUCTION & IN-KIND DONOR

2023 WSU Master Gardener Advanced Education Conference  
September 27-30, 2023

Marriott Downtown Tacoma  
1538 Commerce St., Tacoma, WA



## CONTACT INFORMATION

COMPANY NAME	CONTACT
ADDRESS	PHONE
CITY/STATE/ZIP	
EMAIL	

## SILENT AUCTION DONATION

SILENT AUCTION DONATION  
VALUE

## IN-KIND DONATION

(for example, printing services, pens for conference bags, product samples, coupons, etc.)

IN-KIND DONATION  
VALUE

[Master Gardener Foundation of Washington State](#)

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MASTER GARDENER  
FOUNDATION  
OF WASHINGTON STATE





## 50 YEARS & COUNTING!

September 27-30, 2023  
Tacoma Downtown Marriott  
Tacoma, WA



### Garden Gate Marketplace Vendor Agreement

- Vendor/Exhibitor booths are 8 x 8 and include one 6-foot table, cloth, skirt, electricity, and wifi.
- All vendors will be promoted on the Conference website.
- Booth assignment and location at the Trade Show will be at the discretion of the WSU Master Gardener Advanced Education Conference committee. Payment in full is required to guarantee booth space.
- Vendor agrees to have booth setup completed before the Marketplace opening (September 28th at noon). Vendor agrees to not begin booth teardown until after completion of the (September 30 at noon). Load-in and set-up is Wednesday afternoon, September 27.
- Vendor agrees to maintain a neat and tidy booth for the duration of the Conference and to follow all rules of the Convention Center. All vendor materials will be confined within the booth area keeping all aisles clear.
- Vendor will not mar, deface or damage any part of the Marriott Downtown Tacoma facility and will leave the vending area used in as good condition and repair as at the beginning of the Conference. Vendor is responsible for any damage in its vending area.
- Vendor agrees to staff their booth during all posted Marketplace event hours. There is no guarantee of attendance.
- Vendor is solely responsible for collection and reporting of all Washington sales tax for items sold during the event.
- If vendor special services, vendor is responsible for ordering and paying for the services if available.
- Although the Trade Show room will be locked up during off hours, vendor is responsible for securing its merchandise.
- Vendor agrees to hold the Master Gardener Foundation of Washington State and the Marriott Downtown Tacoma harmless and blameless and will make no claim for any reason, for loss, theft, damage or destruction of property, or for any injury to it or its employees, agents, or invitees.
- All vendor/exhibitor fees are due by August 1, 2023. Vendor may cancel their participation prior to August 1, 2023, with a \$50 cancellation fee. Cancellations after August 1, 2023, will forfeit the booth vending fee.
- Vendor agrees to all the above terms and conditions by signature on the application.
- The Master Gardener Foundation of Washington State (MGFWS) reserves the right to accept or decline all sponsorships, gifts, and in-kind donations. All vendors and exhibitors must be approved by MGFWS.



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