

Master Gardeners and the NCMGVA

The North Carolina Master Gardener program was founded in 1979 to assist the NC Cooperative Extension in communicating information on best gardening practices to the public. Following a six-month training program, Extension Master Gardeners volunteer their time to provide consumer horticulture information to the citizens of North Carolina. Activities include the development of demonstration and educational gardens, provision of speakers at schools and civic groups, staffing of information hotlines, support for community gardens, providing horticultural therapy at assisted living facilities, and managing youth horticulture programs. Master Gardeners also promote programs for sustainable agriculture and horticulture, water conservation and reuse, the reduction of storm water runoff, responsible fertilizer and pesticide use, and the use of native plants.

During 2010, more than 4,000 North Carolina Master Gardeners donated more than 200,000 hours to these activities.

The North Carolina Master Gardener Volunteer Association (NCMGVA) was established in 1991 to aid in improving the effectiveness of its members as active Master Gardener volunteers. NCMGVA is a 501(c)(3) non-profit organization, sponsoring educational and training opportunities for NC Master Gardeners. The Association also hosts an annual landscape garden design competition and offers competitive matching grants to county Master Gardener programs.



2012 NC Master Gardener Conference
North Carolina Cooperative Extension
Henderson County Center
100 Jackson Park Road
Hendersonville, NC 28792

2012 NC Master Gardener Conference



May 20-23, 2012

DoubleTree Biltmore Hotel
Asheville

Opportunities for:
Vendors
Exhibitors
Sponsors
Donors

Hosted by:
The Master Gardeners of Buncombe,
Haywood, Henderson, Polk, and
Transylvania Counties,
The North Carolina Cooperative
Extension, &
NCMGVA

Conference Venue

The 2012 NC Master Gardener Conference will coincide with springtime in the spectacular Blue Ridge Mountains. The DoubleTree Biltmore Hotel is just one block from the famous Biltmore Estate and Winery and historic Biltmore Village.

The Hotel will be the site of educational sessions and workshops, and will serve as the hub for tours and events throughout Western North Carolina.



The vendor/exhibitor area in the DoubleTree Biltmore Hotel is located in the lobby and pre-function area, immediately adjacent to the main meeting space. Conference attendees will pass through the vendor/exhibitor area on their way to any of the on-site events.

Vendor/Exhibitor Space

Commercial Vendors: \$200.00
 Exhibitors (non-sale): \$100.00
 Master Gardener Programs: \$25.00

Vendor spaces include a 6' table with chairs, floor-length tablecloths, electricity, and complementary Wi-Fi. Approximately 40 vendor spaces are available.

Conference Program Ads

Full Page Ad: \$200.00
 Half Page Ad: \$150.00
 Quarter Page Ad: \$85.00
 Business Card size: \$50.00

Donor Opportunities

- Gold Level Donor: \$1,000.00 or more in cash or in kind support.¹
- Silver Level Donor: \$500.00 to \$999.00 in cash or in kind support.¹
- Bronze Level Donor: \$250.00 to \$499.00 in cash or in kind support.¹
- Friend of Master Gardeners: \$100.00 to \$249.00 in cash or in kind support.¹

	Gold	Silver	Bronze	Friend
Acknowledgement in conference literature	✓	✓	✓	✓
Complimentary ad in program	✓ ²	✓ ³	✓ ⁴	
Space in vendor/exhibitor area	✓	✓		
Logo on conference signage	✓			

Donations to the Silent Auction

The silent auction is a great way to advertise your wares, as well as support the Master Gardener program and help offset the costs of the conference. Donations of gardening supplies, plants, gardening-related arts and crafts, books and periodical subscriptions, B&B and hotel stays, gift certificates, and comestibles are all welcome. Donors will be identified with the items they donate and receive acknowledgement in the conference program.

¹ NCMGVA is a 501(c)(3) organization. Donations are tax deductible.

² Full-page ad

³ Half-page ad

⁴ Quarter-page ad

Tote Bags

Every conference attendee will receive a tote bag upon arrival. Product samples, garden-related and other small items are welcome to fill the bags.

Door Prizes

Donations of door prizes are also welcome, including plants and gardening supplies that can be provided to all attendees. This is a great way to distribute items that aren't appropriate for inclusion in the tote bags.

Sponsor Opportunities

The conference will offer opportunities for full and partial sponsorship of a variety of events, including:

- The opening night reception
- Breakout sessions and hands-on workshops
- Cash awards for the Landscape Garden Design Competition
- General and breakout session snack breaks
- Tours and field trips
- Hospitality suite
- Your own ideas are welcome!

With an expected 300 attendees, you have many opportunities to present your company and products.

For more information on costs for various events or to discuss something completely new, please see the contact information below.

For Further Information

- Register online at www.ncmastergardeners.org
- For cash donations, click on "Donations" on the main menu
- For vendor/exhibitor registration, click on "2012 Conference" under Upcoming Events
- For all other inquiries or questions, or to request a hard copy of the vendor or donation forms, contact

Brenda Ward 828-894-8523
 Bonnie Graupp 828-694-3830
 They can both be reached at
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