



www.cnyblooms.com

CNY Blooms Syracuse Flower & Garden Show March 3 – 7, 2010 –Oncenter, Syracuse, NY

Show Profile

- ❖ CNY Blooms is brought to the region by the Central New York State Nursery and Landscape Association which has membership of 120 related businesses in Central New York. The show is in its 4th year and continues to grow and improve!
- ❖ A Preview Garden Party will be held on Wednesday, March 3, 2010. All proceeds of the party will benefit the **The Jim and Juli Boeheim Foundation**.
- ❖ CNY Blooms has a substantial media budget to promote the show throughout Central New York, thus providing valued name recognition and exposure to our sponsors, charities and exhibitors.
- ❖ A separate insert will be included in the Sunday, Post Standard on February 28, 2010 reaching 153,000 households in the region. An additional 15,000 inserts are distributed to show attendees.
- ❖ The exhibit floor includes thirteen large landscaped gardens by local landscapers, who compete to showcase their talents, and over 100 individual exhibit booths from CNY and across the country.
- ❖ CNY colleges and not for profits are given a discounted rate to participate and exhibit.
- ❖ The show has two days of educational seminars on the weekend and on Thursday, Senior day. Seminars are open to all show attendees for no additional charge.
- ❖ CNY Blooms maintains a year round web site which promotes the show, our sponsors, exhibitors, and our chosen charity.
- ❖ CNY Blooms will host events within the event at the 2010 show to attract a qualified audience. Our First Friday Celebration is held with the Skaneateles Artisans, Senior Day is on Thursday, and a keynote speaker with a book signing is held annually on the weekend. A new cut flower competition will be on display in the lobby in 2010.
- ❖ In 2009 we added a Children's Discovery Garden which attracted 1,600 children and their families. This garden will be back with a theme of "Sense of Wonder" theme for the 2010 show.
- ❖ The Syracuse Convention and Visitors Bureau works with us to promote the show to specific regions and groups throughout the Northeast.
- ❖ The show has an active committee of twenty CNYSLNA volunteers who are committed to the success of the show. CNY Blooms is positioned to become one of the largest attractions in CNY as it continues to grow. CNY Blooms had an attendance of over 10,000 in its third year and is expected to draw over 15,000 in 2010.

**2009 CNY Blooms Contact-Event Producer -Maureen Baringer, President
Baringer & Associates, LLC 25 Clinton Avenue, Cortland, NY 13045
nyevents@baringerevents.com, voice 800.979.1879, fax 607.753.6786**

