



Perth Garden Show — Show Garden Display Guidelines

Purpose of Show Gardens

The Show Gardens are designed to *inspire and educate* visitors by showcasing excellence in landscape design, planting, and innovation. These gardens are intended as **display-only exhibits** and are not retail trading sites.

1. Display-Only Conditions

- **Static display only:** No direct selling or cash transactions are permitted within the Show Garden area during show hours.
- **Sales enquiries:** Designers and exhibitors are encouraged to share contact details or links for follow-up sales or services (e.g. via QR codes or brochures).
- **End-of-show exception:** Limited sales or plant clearances may occur *only* during the final few hours on **Sunday afternoon**, after approval from event management.

2. Signage and Branding

- **Primary signage:** Each Show Garden may display one main sign identifying the garden name, designer, and participating businesses (e.g. plant suppliers, landscape contractors, sponsors).
- **Size limit:** Total signage area should not exceed **1.5 m²** in total footprint.
- **Style:** Signage should be professionally presented and in keeping with the design aesthetic of the garden. Handwritten or promotional banner-style signs are not permitted.
- **QR codes:** Permitted for visitors to access design information, plant lists, or business contact pages.

3. Retail and Product Promotion

- **No retail activity:** Selling or taking payment on site is not permitted within the Design Hub or Show Garden precincts.
- **Retail display option:** Businesses wishing to sell products or plants are encouraged to book a separate retail site within the main exhibition area. This ensures a clear distinction between display and sales spaces.

4. Professional Conduct

- Exhibitors must maintain their garden presentation for the full duration of the event.
- Staff or volunteers should be available to engage with visitors, but conversations should remain informative rather than sales-focused.
- All promotional materials distributed from the site should align with the event's environmental and sustainability standards.