

NORTHWEST  
**FLOWER & GARDEN**  
FESTIVAL

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# SPRING PARADE

**FEBRUARY 18-22, 2026**  
SEATTLE CONVENTION CENTER

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## SHOW MANAGEMENT

**Marketplace Events, LLC (MPE)**

[marketplaceevents.com](http://marketplaceevents.com)

[gardenshow.com](http://gardenshow.com)

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## SHOW TEAM

**Regional Director:**

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**Group Manager:**

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**Operations Manager:**

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**Show Coordinator:**

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**Customer Service Coordinator:**

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**Garden Coordinator:**

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**Seminars:**

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**Production Director:**

Matt McClane, [mcmcclane@gmail.com](mailto:mcmcclane@gmail.com)

**Customer Service Stations:**

Brian Faker, [brianfaker@hotmail.com](mailto:brianfaker@hotmail.com)

Show Management will maintain an on-site office from February 15 – 25, room 401, Hall 4C. If any emergencies arise you can contact the Show Office at 206.620.0938 or Jeff Swenson directly at 206.817.5841.

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## SHOW FACILITY

**Seattle Convention Center | Arch (SCC)**

705 Pike St, Seattle WA 98101

206.694.5000, [seattleconventioncenter.com](http://seattleconventioncenter.com)

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## EXHIBITOR SERVICES

**Discount Ordering Deadline: January 23, 2026**

**Show Decorator**

Furniture and carpet rental, forklift service, advance warehouse & show site freight shipments, exhibit cleaning, and labor/material handling, installation & dismantling.

**Fern Expo Services**

[fernexpo.com/exhibitor-services](http://fernexpo.com/exhibitor-services) – order through OneView portal  
[exhibitorservices@fernexpo.com](mailto:exhibitorservices@fernexpo.com); 800.774.1251

**Utilities**

Electricity, air/water, internet, WI-FI, phone service, and catering must all be ordered in-house through SCC.

**SCC Exhibitor Services**

[seattleconventioncenter.com/exhibitor-services](http://seattleconventioncenter.com/exhibitor-services)  
[exhibitor.services@seattleconventioncenter.com](mailto:exhibitor.services@seattleconventioncenter.com); 206.694.5015

Both Fern and SCC maintain a Service Desk during move-in and move-out located in the South Hall by the Show Office. Ordering on-site will be subject to additional charges.

## IMPORTANT DATES

### FINAL BOOTH PAYMENT DUE:

**Thursday, January 15, 2026**

\*Please make sure your payment method on account is current for the final payment. Any outstanding balances will be automatically processed on 1/15/26. If there are any issues with your payment, you will receive an email notification, with a link to make the payment. Show credentials will be issued once a booth is paid in full. Show Management reserves the right to refuse entry to any exhibitor for whose account has not been paid in full.

### EXHIBITOR SERVICES ORDER DISCOUNT DEADLINE:

**Friday, January 23, 2026**

### MOVE-IN\*:

[\*\*CLICK HERE FOR MOVE-IN MAP\*\*](#)

**Sunday, February 15**      **8:00 am – 10:00 pm**

**Monday, February 16**      **8:00 am – 10:00 pm**

**Tuesday, February 17**      **8:00 am – 10:00 pm**

\*You will be assigned a specific move-in day and timeframe.

Your move-in day/time is the first time you can start setting up your booth and the only time you might have access to the Loading Dock during the day, if needed. Building is locked down at 8 pm (no re-entry) and Loading Dock closes at 10 pm.

### SHOW DATES:

**February 18 – 22, 2026**

### SHOW HOURS:

**Wednesday - Saturday**      **9:00 am – 8:00 pm**

**Sunday:**      **9:00 am – 6:00 pm**

### MOVE-OUT:

**Sunday, February 23**      **6:00 pm – 11:00 pm**

## EXHIBITOR CHECK LIST

✓ **Have you enhanced your Online Exhibitor Listing?**

When you book your space, you receive a basic exhibitor listing on our [website](#) with company name, website and booth number. You were emailed a link to “enhance” your listing with company logo and description, pictures, show specials, etc. This information is used for attendees to explore our exhibitors. To resend the email, contact [EmilyB@mpeshows.com](mailto:EmilyB@mpeshows.com).

✓ **Do you need to order booth decorating and/or setup needs?**

Furniture, carpet, table skirting, forklift service, advance warehouse & show site freight shipments, booth cleaning services – see page 9. **Floor covering is required, and all tables must be professionally skirted** (no plastic).

Fern Expo will send you an email with ordering information through OneView. If you have not received an email from Fern, let us know. **Discount deadline is Friday, January 23, 2026.**

✓ **Do you have floor covering for your booth?**

**Floor covering is required.** (This does not apply to the exhibitors in the Plant Market or on the carpeted Garden Artisan area in the South Hall, booths 1000-1400). See Page 7.

✓ **Have you ordered phone & internet, electrical & lighting needs?**

Electricity is not included in your booth cost, and additional booth lighting is strongly recommended. Order electrical and lighting through SCC Exhibitor Services. See page 9.

Place your order directly at [seattleconventioncenter.com/exhibitor-services](http://seattleconventioncenter.com/exhibitor-services).

**Discount deadline is Friday, January 23, 2026.**

✓ **Do you need to flameproof any of your booth decorating items?**

You must provide a valid Certificate of Flame Resistance if you hang/suspend drape/fabric within your booth as part of your display. See page 9.

✓ **Do you need on-site storage for your product?**

Limited number of spaces available. See page 18.

✓ **Do you need Oversized Parking for your vehicle and/or trailer?**

Limited number of spaces available, \$250 per vehicle. See page 20.

✓ **Have you made your hotel reservations?**

See page 24 for exclusive hotel deals.

✓ **Do you have show insurance?**

Email proof of insurance to [EmilyB@mpeshows.com](mailto:EmilyB@mpeshows.com). See page 27.

✓ **Click on the following to download:**

- [Move-in Map](#)
- Driving Maps: [SCC Loading Dock](#), [North](#) & [South](#) Hand-Carried Freight Elevators, [Parking](#)

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## Section 1 –Exhibit Regulations

### BOOTH GUIDELINES

- All inline exhibitors will have an 8' high black pipe and drape sidewalls and backwall, as well as an exhibitor identification sign (see page 13) with your company name and booth number.



- A corner booth has back drape and one side wall with adjoining exhibitor, open on corner.
- An island booth, open on all sides, does not have any pipe and drape or ID sign.
- Exhibitors are responsible for all other aspects of their exhibit space, including floor coverings, electricity, lighting, and decoration.
- Exhibits should reflect the ambiance of the overall Show — garden-related, fun, and festive!
- **We request that all non-garden exhibitors decorate their booth with extra plant or floral material.**
- **Helium-filled balloons and inflatables are NOT permitted in the Seattle Convention Center.**  
Please do not give out stickers to attendees.
- Allow 4" leeway when installing hard wall displays.
- All merchandise and materials must be contained within the exhibit space.
- No exhibitor may sublet any portion of their booth to another supplier without the written consent of Show Management.
- Maximum height, including signage, for the back and side drape is 8 feet in height.
  - Signs exceeding 8 feet high must be approved by Show Management or exhibitor may be asked to remove the sign.
  - Feather flags or similar attention-getting advertisement flag/banners are not allowed.
  - All visible unfinished portions of displays must be draped or finished. Show Management may require exhibitors to purchase drape if display is not finished adequately.
  - Use of a tent canopy must be approved by Show Management.
  - Structures cannot be over 299 sq ft, and any structure with walls must have a **smoke detector, and a 5lb Class ABC fire extinguisher** with placement visible and accessible to occupants and emergency personnel.
  - Management reserves the right at any time, without prior notification, to alter exhibits, aisles, common carpet, feature sizes and locations to best serve the interest of the show. Their decision will be final.

## AISLE RESTRICTIONS

- All business must be conducted within your assigned booth space and AT NO TIME be conducted in the aisles. Please do not talk to customers outside of your booth.
- Exhibitors must refrain from calling out into the crowd to draw attention away from other businesses. Please represent your company in a professional manner.
- All merchandise must be displayed inside your booth. Please do not extend past the outer boundaries of your exhibit into the aisles or an adjoining booth, including your booth carpet.
- Marketplace Events reserves the right to remove any merchandise exhibited in the aisles.
- It is against show policy for exhibitors to hand out literature, samples or obtain leads, etc., in the aisles, bathrooms, or in other exhibitor's booths. These activities must be done inside your own exhibit space(s).
- Entering another exhibitor's booth without their permission is **STRICTLY PROHIBITED**.

## FLOORING

**Floor covering is required in booth spaces.** This does not apply to the exhibitors in the Plant Market or on the carpeted Garden Artisan area\* in the South Hall (booth rows 1000-1400).

- Your exhibit must have floor covering the exact dimensions of your designated space, ensuring no concrete is visible. Partial floor coverings are not permitted.
- You can provide your own flooring or rent carpet from Fern Expo Services.
- If you provide your own covering, please use some type of clean, professional-looking covering, such as carpet, AstroTurf, hardwood, tile, vinyl flooring, etc.
- The floor of the Convention Center is sealed, painted concrete. Do **NOT** use Duct Tape on the floor, as it does not remove easily, and you will be charged to have it removed from the convention floor.
- Secure the front edge of your carpet to the concrete floor using double-back tape to avoid any tripping hazard. If you do not bring your own tape, you can purchase it from the decorator at show rates.

**\*Exhibitors on the Carpet Area in the South Hall** (booth rows 1000-1400)

Garden Artisan booths do not need floor covering as these booths are located on Convention Center carpet. These exhibitors are responsible for any damage to the Convention Center carpet in their exhibit area. Should a square(s) need to be replaced in your space, the cost of each carpet square plus labor will be billed directly to the exhibitor. If your exhibit contains material that could soil or spot the carpet, place non-permeable protective sheeting under the item to protect the carpet.

## LIGHTING

We strongly recommend all exhibitors add additional lighting to their display. The 8ft black draped high side walls can make booths appear somewhat shadowed, particularly for 10' x 10' inline spaces.

- In the South Hall, please note that the lights are dimmed over all the booths in the Garden Artisan carpeted area (booth rows 1000-1400).
- Show lighting over the Garden Displays is significantly more reduced than the rest of the show, and exhibits bordering the gardens will be darker than other sections.
- The overhead show lights will not be adjusted during show days, and do not assume that the SCC lighting will provide enough illumination for your display.
- Electricity is not included with your booth cost and must be ordered through [SCC Exhibitor Services](#). (If you renewed on-site at the 2025 show, you will receive one 5-amp outlet + one Wi-Fi connection for free at the 2026 show. Please contact SCC Exhibitor Services for details).

## TABLE COVERINGS

- **It is mandatory that all tables are properly skirted.**
- Skirting must go from the edge of the table to the floor on all VISIBLE sides.
- All skirting must be pressed and clean.
- Plastic tablecloths, sheets, shower curtains, or any type of “makeshift” tablecloth is not permitted.
- Management will skirt all incorrectly skirted tables at the exhibitor’s expense.
- You can order table skirting from Fern Expo Services.



## EXHIBIT SERVICES: CARPET, LIGHTING, ELECTRICITY, INTERNET

Order from Fern Expo Services and SCC Exhibitor Services by **January 23, 2026**, for discounted pricing.

### Order from Fern Expo Services:

[fernexpo.com/exhibitor-services/](http://fernexpo.com/exhibitor-services/)

- Furniture
- Carpet
- Forklift Service
- Booth Cleaning
- Advance Warehouse & Show Site Freight Shipments
- Labor/Material Handling; Installation & Dismantling

During move-in and move-out, Fern will maintain a Service desk located in the South Hall directly across from Show Office. Items not ordered in advance will be subject to additional charges.

You will receive an email from Fern with instructions to create an **OneView** account, their online portal. Please e-mail Fern, [exhibitorservices@fernexpo.com](mailto:exhibitorservices@fernexpo.com), for questions or if you need the introduction email resent. **For discounted pricing, order online by Friday, January 23, 2026.**

[CLICK HERE](#) for a video tutorial of Fern's OneView.

### Order from SCC Exhibitor Services:

[seattleconventioncenter.com/exhibitor-services](http://seattleconventioncenter.com/exhibitor-services)

#### **SmartCity:**

- Phone & Internet Service – If you require the use of internet to do business, whether processing payments or accessing the web, **do not rely on your phone provider service**. Order Wi-Fi or a hard-wired connection through the SCC provider SmartCity.

#### **Edlen Electrical:**

- Electrical Service – **Electricity is not included with your booth cost.** If you need power, you must order from Edlen. (If you renewed on-site at the 2025 show, you will receive one free 5-amp outlet + one Wi-Fi connection. Contact SCC Exhibitor Services if you need additional power or Wi-Fi connections).
  - **Portable power devices are not allowed.** Only battery powered portable chargers for small electronic devices, such as a tablet or cell phone, are allowed. It must be UL listed and self-contained; it cannot accept a pronged plug. [CLICK HERE](#) for more information.
  - **Electrical box:** Edlen will place your outlet in the back of an inline/corner booth. You may request a different location; however, labor/materials charges will apply. Island booths – labor charges apply for all island booth electrical drops. Please reach out to SCC Exhibitor Services for an estimate. Bring your own extension cords and surge protector, as well as a GCFI if you are plugging in anything with water. Label all your own equipment.

- Air/Water/Fill & Drain – It is required you use SCC Exhibitor Services for these services.
- Lighting – We encourage all exhibitors to add lighting to their exhibit. You can bring your own or order supplemental lighting from SCC Exhibitor Services.

These sections of the show are particularly darker than others:

- **South Hall Garden Floor:** Due to the theatrical lighting focused on the Show Garden Displays, exhibits bordering the Garden Displays will be darker than most sections of the Marketplace. You are advised to order/bring additional lighting for your display.
- **South Hall Garden Artisans carpeted area (booth rows 1000-1400):** Overhead lights will be dimmed in this area during show days and will not be adjusted.

### **SCC Show Special: Wi-Fi/Power Package (5-amp outlet + 1 Wi-Fi):**

\$219.99 plus tax (discount pricing before January 23).

- 5 amps of power (at the back drape line for an inline/corner booth - labor charges apply for distribution/island booths).
- 1 Wi-Fi connection code intended for mobile point of sale transaction devices only; available for the duration of the event. Additional login credentials are available for a separate cost. Wi-Fi codes are not transferable between devices.
- SCC is not responsible for configuring or troubleshooting your hardware or device issues. Wi-Fi credentials will be sent via email prior to move-in. Please note price will increase after January 23.

Place your order directly at [seattleconventioncenter.com/exhibitor-services](http://seattleconventioncenter.com/exhibitor-services).

**For discounted pricing, order online by Friday, January 23, 2026.**

## HEADSETS AND MICROPHONES

Headsets and hand-held microphones are **NOT** permitted in any exhibit area. Also not permitted are any attention arousing devices, such as noisemakers, flashing lights, movies, music, broadcasting, television, drawings, etc. Please contact your sales rep or Show Management if you have an issue or need more clarification.

## CITY OF SEATTLE PLASTIC BAG BAN



Single-use plastic bags are banned in the City of Seattle.

For more information, visit:

[www.seattle.gov/utilities/protecting-our-environment/sustainability-tips/waste-prevention/at-work/bag-requirements](http://www.seattle.gov/utilities/protecting-our-environment/sustainability-tips/waste-prevention/at-work/bag-requirements)

## FIRE SAFETY REGULATIONS

The Show must pass a fire safety inspection by the Seattle Fire Marshall prior to show opening.

**IMPORTANT:** You MUST provide a Certificate of Flame Resistance indicating the following items are flame retardant or they must be removed:

- All vertical decorations, drapes, curtains, fabric material, hangings, etc., hanging or suspended within your booth or from the ceiling, whether there is a source of ignition (electricity) or not.
- Painted back-drops/signage using oil based or water-based paints with backing materials.
- Materials used for outdoor ground coverings, such as beauty bark, shredded tires.
- The use of oilcloth, tarpaper, sisal paper, nylon, Orlon, and certain other synthetic materials that cannot be made flame resistant is strictly prohibited.

Items that require treatment with a flame-retardant product may be subject to a flame test prior to Show hours. This does not include products that are for sale in your booth.

If you plan to build a roof system between 100 and 300 square feet (including tents), you must install a smoke detector on the ceiling and a class ABC, dry chemical fire extinguisher in your booth with placement visible and accessible to occupants and emergency personnel. Building a roof system over 300 square feet is prohibited without a sprinkler system installed. **Any structures must be approved by Show Management.**

For flame retardant verification, the following options may be used:

- A copy of the Certificate of Flame Resistance for the item(s) may be left in the booth when the exhibitor does not occupy it. The Certificate of Flame Resistance must indicate the item meets the requirements of either National Fire Protection Association 701 (NFPA 701) and/or the State of California Fire Marshal approved standard for flame proofing (Note: Certificates of Flame Resistance are valid for one (1) year after which time they must be renewed. Unless the certificate shows an expiration date stating otherwise or indicates the treatment cannot be removed when laundered).
- A tag or label affixed to the item indicating it meets either the NFPA 701 or the State of California Fire Marshal approved standard for flame proofing or is noncombustible.
- Only certificates from a third-party certifier or manufacturer are acceptable. Treating the item(s) yourself is not acceptable. You must have this Certificate on-site at the Show, visible in your booth. Your cooperation is necessary and appreciated.

Above mentioned items not accompanied by a valid Certificate of Flame Resistance shall be removed. If the item(s) is unable to be removed from the show floor prior to the show opening, opening may be delayed and/or the exhibitor's booth may be closed by the Fire Marshal.

Visit [www.seattle.gov/fire/business-services/special-events/tents-and-flameproofing](http://www.seattle.gov/fire/business-services/special-events/tents-and-flameproofing) for further clarification.

## FLAME PROOFING

To prepare your decorating items to pass Seattle Fire Marshal requirements, we recommend this fire-retardant company:

**American Flamecoat of the Pacific Northwest**

1143 NW 52nd St, Seattle, WA 98107

206.789-9404; [northwestfirecoat@gmail.com](mailto:northwestfirecoat@gmail.com)

For a list of other flame proofing and flame-retardant companies, please visit:

[www.seattle.gov/Documents/Departments/Fire/Business/FlameRetardantSources.pdf](http://www.seattle.gov/Documents/Departments/Fire/Business/FlameRetardantSources.pdf)

This list is for informational purposes only and is not an endorsement of their products or services. Please check out these businesses to determine which will best meet your needs for flame retardant products or materials. This is a 3 to 5-day process, so order early.

## COMBUSTIBLE STORAGE

Combustible storage, repacking material, etc., is prohibited throughout the show floor. This includes areas in and behind individual booth spaces. **NOTE:** Small amounts of brochures and literature for distribution may be stored out of sight under tables in the booth space when approved by a representative of the Fire Marshal's Office.

For more information about flame-proofing and combustible storage, contact the Seattle Fire Dept – Fire Prevention Division at 206.386.1450.

## DISPLAY VEHICLES

Any vehicles to be displayed are subject to the following conditions:

- Vehicle must be approved by Show Management at least 2 months in advance of show.
- Battery must be disconnected and taped.
- Fuel tanks must not be more than ¼ full. Vehicles with no fuel gauge or a broken fuel gauge will not be allowed on show floor.
- Fuel caps must be taped or locked shut.
- Drip pans must be placed under vehicles.
- Ignition must be disabled, or the vehicle locked and hood inoperable from the outside of the vehicle.
- Keys must be left with Show Management.

## SIGNAGE

A white cardboard ID sign with your company name and booth number will hang on the back pipe and drape of your exhibit.

As this is meant to be a place holder and locator for your booth during move-in; we recommend you also display your own company signage. Professional printed signs only; hand-written signs are NOT permitted in your booth.

Your personal sign of your company name or product listing should only be seen facing toward the inside of your booth space. Any signs that exceed the 8-foot booth height limit must receive approval from Show Management and have a finished back with no wording visible to neighboring booths on the back or sides.

## CONTESTS AND DRAWINGS

- Sales promotions and competitions conducted by exhibitors in conjunction with their display must be free of any obligation on the part of the winner.
- Prize winners should not be required to place an order before collecting the prize offered.
- Please comply with all existing government regulations for the schedule of prizes and terms of the competition. Any contests conducted must not violate any state or federal laws or regulations in effect at that time.
- Please draw the contest winner at the Show. Show Management will neither promote nor make announcements of winners.

## Section 2 – Move-In and Exhibit Set-up

### MOVE-IN SCHEDULE

Move-in times are Sunday, Monday, and Tuesday, February 15 - 17, and are scheduled based on your location in the North or South Hall. Please refer to the [MOVE-IN MAP](#) for your specific move-in day and timeframe.

Your move-in day/time is when you can first start setting up, as well as the only time you might be able to use the Loading Dock during the day, if available. (Exception – Loading Dock is free to use during all move-in days from 6 pm – 9:30 pm, *as long as your initial move-in time has passed*).

- **Only vehicles over 6'5" and/or trailers will be given Loading Dock priority.** If you're driving a personal vehicle under 6'5", please be prepared to unload using the Hand-Carried Freight Elevator, as Loading Dock access may be restricted due to heavy traffic congestion. See Hand-Carried Freight Elevator schedule on page 16.
- **Do NOT arrive prior to your scheduled move-in time – your booth area may not be set and be used as a vehicle staging area or drive lane.**
- After your assigned timeframe, you can continue to set up your booth and use the Hand-Carried Freight elevators, if you need to bring in more products or supplies.
- **The building will be locked down by 8 pm each night;** however, you can continue to work in your space until 10 pm. If you leave the building after 8 pm, you will not be able to re-enter. If you park in the main garage, the entrance to parking garage on 3<sup>rd</sup> floor is locked at 9 pm. To return to your car, you will need to enter garage through the walkway to the Freeway Park garage.
- **For all exhibitors moving in on Tuesday, there will be no vehicles allowed on the show floor.** Be prepared to unload from Loading Dock or use the Hand Carried Freight Elevators.
- **No pets and no children under age 16 are permitted on-site during move-in (including infants).** This will be strictly enforced by the Convention Center staff, and you will be asked to take your children off the show floor. This is a safety issue due to the high volume of vehicles operating on the show floor, including heavy equipment on the garden floor. We apologize for any inconvenience.

## VEHICLE MOVE-IN PASS

**NEW:** Your VEHICLE MOVE-IN PASS will be **emailed** to you in January, which will contain your move-in timeframe. **You must print this pass, fill it in, and have it on your dashboard for entry.**

Please refer to the [\*\*MOVE-IN MAP\*\*](#) to see your scheduled time. **These are the earliest times you may start setting up, as well as the only time you can use the Loading Dock during the day, if available.**

- To alleviate extreme congestion on Loading Dock and show floor, only vehicles 6'5" and taller will have priority access to the Loading Dock from 8 am – 5 pm. Vehicles under 6'5" should use the Hand-Carried Freight Elevators, as access to the Loading Dock may be denied. See Hand-Carried Freight Elevator Schedule on page 16.
- If you need to make multiple trips and require access to the Loading Dock after your move-in time, you may use it between 6pm and 9:30 pm, when traffic is minimal.
- **Please add the driver's cell phone number to the Vehicle Move-in Pass and keep pass on the dashboard while on Loading Dock, show floor, or Freight Elevator parking garages.**
- While on the Loading Dock or in Exhibit Halls, **you must leave keys in vehicle and DO NOT lock your doors.** If your vehicle is blocking and the driver can't be located, our staff will move it. We have never experienced a vehicle theft on the show floor.
- **Access to the Loading Dock will be denied if you arrive before your scheduled Move-In time.** Please adhere to your scheduled Move-In time to help ensure a smooth process for everyone. We move in 400+ exhibitors and 30 Display Gardens in only three days. Your patience and cooperation are needed and appreciated, and we will try to accommodate you as best as possible.
- If you are unsure of your booth number or move-in time, email [EmilyB@mpeshows.com](mailto:EmilyB@mpeshows.com).

## LOADING DOCK

Vehicles over 6'5" must use the Loading Dock or the North Hand-Carried Freight Elevator, as they cannot fit in the main garage where the South Hand-Carried Freight Elevator is located.

**The Loading Dock is for unloading ONLY, and access is limited to the timeframe indicated on your Move-In Pass. Exception** - The Loading Dock is available without a reservation between 6:00 pm and 9:30 pm, provided your scheduled move-in time has already passed.

- While unloading, you must **leave your keys in the vehicle, the vehicle unlocked and ensure your Move-In Pass is clearly displayed on the dashboard.**
- When finished unloading, please remove vehicle from the show floor/Loading Dock area.
- **Do not** set up your display with your vehicle still parked on the show floor or Loading Dock.
- [\*\*CLICK HERE\*\*](#) for a map to the Loading Dock located at 1315 Hubbell Place.

## HAND-CARRIED FREIGHT ELEVATORS

Move-in via Hand-Carried Freight elevators is often faster than using the Loading Dock.

### [South Hand-Carried Freight Elevator](#) – Click on elevator name for driving directions

(Accessing all South Halls: 4A, B, and C – booth rows 100-1400)

**1380 8th Avenue**, Convention Center's Arch parking garage. Follow signs to the Blue Aisles F & G.

**Elevator Dimensions:** 12' wide x 24' deep x 14' high

**Maximum Vehicle Height:** 6'5" (No full-size vans or trailers)

### [North Hand-Carried Freight Elevator](#) – Click on elevator name for driving directions

(Accessing North Halls: 4E and F – booth rows 2100-2900)

**1509 9th Avenue.** Limited spots available, please remove your vehicle as soon as unloaded.

**Elevator Dimensions:** 11' wide x 20' deep x 14' high

**Maximum Vehicle Height:** 9'8" (No full-size vans or trailers)

There are limited flatbed hand-carts available for your use during move-in; we encourage you to bring a hand truck or dolly. Please label all your personal belongings clearly.

During Move-In and Move-Out when the Hand-Carried Freight elevator is operating, exhibitors can park for up to one hour free.

- Have your parking ticket validated at the freight elevator entrance, garage level.
- There is no discount for vehicles exiting after one hour; the regular parking rates apply.
- If the garage is full, inform the guard that you going to Hand-Carried Freight.

### Hand-Carried Freight Elevator Schedule – North and South

Move-In*	From	To
Sunday, February 15 (South only)	8:15 am	5:30 pm
Monday, February 16 (N & S)	8:15 am	5:30 pm
Tuesday, February 17 (N & S)	8:15 am	5:30 pm
Move-Out	From	To
Sunday, February 22 (N & S)	6:01 pm	10:30 pm
Monday, February 23		
South Hall	8:00 am	Noon
North Hall	NOT OPERATING	
Show Days – Wednesday-Sunday*	From	To
South Hall	8:00 am	9:00 am
North Hall	NOT OPERATING	

**\*Hand Carried Freight Elevators close at 5:30 pm during move-in.** The Loading Dock is available for use from 6:00 pm to 9:30 pm, as there is little traffic during these hours.

**\*No Convention Center flatbed handcarts will be available on Show Days.**

## UNLOADING & TRANSPORTING MATERIALS TO EXHIBIT SPACE

All freight must enter and exit the building exclusively through the Hand-Carried Freight Elevators and Loading Dock. Security personnel will not permit freight transport through the Convention Center Lobby. Attendants will be stationed in the 4th-floor lobbies starting at 7 am on move-in and show days.

You can order material handling services through Fern, which include receipt of your freight, delivery to the booth, storage and return of empty crates, and reloading. You'll receive an email with a link to the OneView portal, where you can set up your account and place orders directly. Fern's discounted rates expire Friday, January 23, 2026.

## EXHIBIT SET-UP DEADLINE

All exhibits must be staffed and ready for the public by Wednesday morning, February 18, at 9 am. Please contact Show Management if you have a last-minute emergency. Show Management reserves the right to resell or reassign any space that is unclaimed, unoccupied, or without special arrangements by 8:00 pm on Tuesday without any obligation on the part of the Northwest Flower & Garden Festival or Marketplace Events, LLC.

## WORK PASS STICKERS

These stickers will be available from Convention Center staff at all show floor entry points and must be worn during Move-In and Move-Out while in the Exhibit halls. Anyone without a Work Pass Sticker will be turned away.

## FREIGHT HANDLING AND FORKLIFT SERVICES

Fern Expo Services will be providing all freight handling and forklift services, including pallet-jacks. If you need forklift service for move-out, remember to schedule prior to the show. You'll receive an email with a link to the OneView portal, where you can set up your account and place orders directly. Fern's discounted rates expire Friday, January 23, 2026.

## RESTOCKING

Inventory can be restocked from Wednesday to Sunday mornings **between 8:00 am and 9:00 am**, prior to the Show opening, using either the Loading Dock or the South Hand-Carried Freight elevator. The freight elevator will be closed at all other times on show days.

The Convention Center will not have flatbed handcarts available for restocking in the mornings on show days, so please bring your own. Hand trucks and dollies are not permitted on the Show floor during Show hours to avoid the risk of injuring attendees. Restocking during public Show hours from storage areas is only permitted by hand-carrying the product.

## STORAGE

- Storage areas will be accessible to you during the Show and restocking hours.
- Reserved storage spaces are guaranteed, labeled, and taped off for each exhibitor who pre-purchased storage space.
- Storage is at your own risk. The Show is not responsible for lost, stolen or broken items.
- Exhibitors cannot store items outside their assigned space. Only store your belongings in the designated area. Do not assume an unlabeled space is available. These can still be sold and assigned during move-in and show days.
- The cost for reserved storage space is \$3.99 per square foot, in sizes of 4' x 4' (16 sq ft), 4' x 6' (24 sq. ft.), 4' x 12' (48 sq ft), and 6' x 12' (72 sq ft) spaces. Multiple spaces may be ordered. Contact [greenaned@mpeshows.com](mailto:greenaned@mpeshows.com) for availability.
- If you had storage space in the 2025 show, please check with [greenaned@mpeshows.com](mailto:greenaned@mpeshows.com) to see if it is assigned to you for the 2026 show. It is not always automatically carried over from the previous show.
- Spaces are located on the floor either on the North or South Loading Dock and in the North and South Service Corridors, except the 4' x 4' spaces, which are counter height. All storage areas are under cover but are exposed to the outside temperature.

If you have already ordered and paid for storage space, your storage assignment will appear on your Move-in Pass (emailed January).

## PARKING

Parking your vehicle during the Show can be expensive and difficult to find, especially if you arrive after the Show is open. **Be prepared to arrive prior to 8 am to obtain a parking space.** Please remember this is a public parking garage and we do not have any control over who uses it, nor can we reserve sections for the show.

**Parking Discount:** On Wednesday, Thursday, and Friday only during show days, the Convention Center is offering a special price of \$18.00 per day to exhibitors who arrive before 9:00 am and stay for 8+ hours. **Pick up your discount parking voucher (one per vehicle per day) at the Exhibitor Help Desk during move-in or at the Show Office during show days (Wed-Fri).**

1. Before returning to your vehicle, take your parking ticket and the discount voucher to the ticket Kiosks located on level 3 and follow payment process.
2. Insert parking ticket. It will tell you how much you owe.
3. Insert discount voucher; it will lower cost to \$18.00.

**This is ONLY for exhibitors parking at the Convention Center Parking Garage or Freeway Parking Garage on Wednesday, Thursday, and Friday.** This rate does not include in/out privileges and does not guarantee a parking spot. **Weekend prices will be their regular posted prices – for current parking rates, please visit [seattleconventioncenter.com/parking-garage-information](http://seattleconventioncenter.com/parking-garage-information).**

The Convention Center has two parking garages; the show uses the Arch and Freeway Park parking. The Arch Garage is located under the Convention Center and is accessed by the 3<sup>rd</sup> Floor. The Freeway Park Garage is adjacent to the Convention Center with a walk through from the 3<sup>rd</sup> Floor. Please note the show is located in the Arch building and is not connected to the new Summit Building, which also has a parking garage.

**SCC Arch Parking Garage (1380 8<sup>th</sup> Ave, between Pike & Seneca):**

- Open from 5:30 am to midnight seven days a week. No in-out privileges.
- Clearance is **6'5"**.
- Evenings after 5 pm are \$9; and a lost ticket is \$37.00. For current parking rates, please visit [seattleconventioncenter.com/parking-garage-information](http://seattleconventioncenter.com/parking-garage-information).
- During move-in and move-out while the Hand-Carried Freight Elevator is operating, you can park up to one hour for free. You must get your parking ticket validated at the freight elevator entrance, garage level. There is no discount for vehicles exiting after one hour; the regular rates will apply, and you will be charged for the entire time.
- **Keep your parking ticket with you after you leave your vehicle.** Pay before returning to your vehicle and don't lose your ticket! You will be charged a flat fee of \$37.00 for a lost ticket.
- Upon returning to your vehicle to exit the garage, payment can be made at the pay kiosks or central cashier located on the 3<sup>rd</sup> floor of Convention Center parking entrance. Take your validated ticket with you to exit the garage.

**Freeway Parking Garage (1267 Hubbell Place, between Pike & Seneca):**

- Open from 5:30 am to 8:00 pm. After hours the gate will open for pre-paid vehicles to exit.
- Clearance is **6'9"**.
- No evening rates; lost tickets are \$36.00.

Prices at Freeway Parking are \$1 less per hour than the SCC Arch Garage. We urge you to use this garage to allow more parking spaces for attendees in the SCC Arch Garage.

**Disabled Parking:** There are 16 disabled parking spaces in both garages. In SCC Arch Garage, they are at end of Aisle F on the Blue level, right next to the walk-in entrance to the Convention Center. In the Freeway Park Garage, there are 4 spaces on each of the 4 levels, near the elevators.

**Electric Vehicle Parking:** SCC Arch Garage has four EV charging stations (Aisle A). These stations can charge all new generation electric and plug-in hybrid vehicles. Charging is free for the first two hours, and \$2 per each additional hour. **Regular parking rates apply.**

**Bicycle Parking:** SCC Arch Garage has 10-15 bike spots on the Blue Level, next to the Electric Vehicle Parking. Various locking bike stands are located on Convention Place, 7<sup>th</sup> and Pike, and on Pike Street in front of the Arch building. Bike storage is not available at SCC.

**Other Parking & Public transit:** During peak Show hours and on weekdays when parking is difficult to find you are encouraged to use other garages and lots, or alternative methods of transportation. Visit [downtownseattle.org/parking](http://downtownseattle.org/parking) and [Transit - Transportation | seattle.gov](http://Transit - Transportation | seattle.gov) for these options.

**For vehicles over 6'5", here are three options within walking distance to the Convention Center.**

**SSC Summit garage:** 1009 Olive Way, between 9th and Boren, 2 blocks from the Arch building. **Entry level is 8'4", other levels are 6'10".** Open 5:30 am - 12 am seven days a week.

**One Convention Place garage:** 701 Pike; is attached to the Convention Center – please note this is **not** a SCC garage. **Height restriction is 6'10".** They are open 7 days a week, 6 am – 12 am.

**LAZ 6<sup>th</sup> Avenue Parking garage:** 1301 6th Ave, near the Hilton. **Height restriction is 7'0";** open 24/7.

## OVERSIZED/LONG TERM PARKING LOT

**\$250.00 per vehicle (trailer included)**

For oversized vehicles that cannot fit in any parking lots near the Convention Center, or to leave your vehicle for the week without paying daily rates, the Show has rented a secure outdoor lot located 10 miles from the Convention Center at [9645 Martin Luther King Jr Way S](http://9645 Martin Luther King Jr Way S). The lot is fenced and locked, with an alarm. The lot will be staffed for specific hours – this will be strictly enforced. When the guard leaves, the gate is locked, and the alarm is set. **You will not have access to your vehicle outside of these hours:**

### Move-In:

- Sunday - Tuesday, February 15 - 17: 8 am – 10 pm

### Show Days:

- Wednesday - Saturday, February 18 - 22: 7 am – 11 am and 7 pm – 11 pm  
(for restocking purposes)

### Move-Out:

- Sunday, February 22: 7 am – 11 pm
- Monday, February 23: The lot will be open at 7 am for pickup of any remaining vehicles.

**All vehicles must be removed by 8 am on Monday, February 23<sup>rd</sup>, or they will be towed.**

Cost is \$250.00 per vehicle (trailer included). To purchase, please email [EmilyB@mpeshows.com](mailto:EmilyB@mpeshows.com). Spaces are limited so please submit early!

Pre-purchased parking passes will be emailed or available at the **Exhibitor Help Desk** during move-in. You can also purchase a parking pass at the Exhibitor Help Desk during move-in.

## Section 3 – Show Time!

Seattle Convention Center is air conditioned, so dress in layers. The temperature will not be adjusted onsite.

### STAFFING AND SHOW HOURS

**WEDNESDAY - SATURDAY: 9 AM TO 8 PM**

**SUNDAY: 9 AM TO 6 PM**

Exhibits must be staffed during all Show hours and ready by 8:50 AM each morning. Please let the Show Office know if you need to leave your booth, so we are aware and may help secure your area.

### EXHIBITOR BADGES – SHOW ENTRY

**NEW:** Wristbands will **no longer be used** and move-in packets **no longer mailed**.

- **Show badges with lanyards** are required for entry during all show hours. Personal company badges may be worn for identification purposes, but they will not provide access.
- Pick up badges at the **Exhibitor Help Desk during move-in**.
- Exhibitors are responsible for distributing badges to staff.
- **Do not leave badges in your booth for your staff to pick up**, they are required for floor access. If lost, replacement badges are \$12 at the
- Ticket booth.
- Badges can be left at **Will Call** for staff who will arrive at a later time.
- Badges are strictly for booth staff. Show Badges pose a security risk as they grant entry to the show floor at 7 am, two hours before the official opening at 9:00 am. You will receive 10 complimentary e-tickets that you can use for friends, family, and customers. Any Exhibitor violating the Show's Exhibitor Badge policy will have badges confiscated and you will need to purchase tickets for entry for the remaining show days.

Show Badges are allocated based on the size of your exhibit space and must be picked up from the Exhibitor Help Desk during move-in.

#### Show Access Badge Allocation

50 – 99 square feet	3 badges
100-300 square feet	5 badges
400+ square feet	10 badges
Educational/Non-Profit	10 badges

## COMPLIMENTARY TICKETS

Exhibitors will be emailed 10 Complimentary e-tickets in the beginning of January. You will receive emailed instructions on how to distribute the e-tickets. Use e-tickets for friends and family, or for anyone who was instrumental in making your presence possible at the Show. Exhibitors can also purchase additional tickets for a discounted rate of \$12 at the Box Office during show days. You must wear an Exhibitor Badge to receive the Exhibitor rate.

Friends and family who are not working at your booth must either use the complimentary e-tickets provided or purchase a ticket. **Exhibitor Badges are to be used for booth staff only.** Any Exhibitor violating the Show's Exhibitor Badge policy will have badges confiscated and you will need to purchase tickets for entry for the remaining show days.

## WILL CALL

Located in the Atrium Lobby. Please use Will Call to distribute Exhibitor Badges if you cannot give them to your booth workers directly. Place the badge in an envelope with the first and last name clearly printed on the front. Exhibitor Badges must not be left in your booth. A badge is required for entry into the Show.

**20-Minute Pass:** If you have a customer who needs to enter the Show for a short period of time, such as for picking up a purchase, they can obtain a "20 Minute Pass" from Will Call. They will need to leave their driver's license or a credit card while they enter the show. The 20 minutes will be strictly enforced, and the person will be charged show admission if they are gone too long.

## SECURITY

There will be enhanced security onsite at the show. Wearing a Work Pass during move-in and move-out and wearing an Exhibitor Badge during show days are mandatory – there will be no exceptions. If you have any questions, please contact our office at 206.620.0938.

## EXHIBITOR AWARDS

Merit awards will be judged and presented to exhibitors with Outstanding Exhibit Displays prior to the end of the show.

The award categories are the following:

- Outstanding Small Space (100 sq ft or smaller)
- Outstanding Medium Space (101 - 200 sq ft)
- Outstanding Large Space (201+ sq ft)
- Outstanding Plant Market
- Exhibitor Best in Show

## FOOD SERVICE

During show days, the Convention Center runs several food concessions on the show floor. Show participants wearing an Exhibitor Badge will receive 10% off any food or beverage at Show concession stands, excluding alcohol. Please note café hours are based on attendance and Aramark daily will adjust closing times.

There will be no food and beverage service offered in the Exhibit Halls during Move-In and Move-Out, but a variety of food exhibitors can be found in the building's retail levels on the 1<sup>st</sup> and 2<sup>nd</sup> floor. Food and drinks from outside restaurants are not allowed on the show floor at any time. There are several tables for eating on the 4<sup>th</sup>, 2<sup>nd</sup> and 1<sup>st</sup> floor of the Convention Center. You may bring single-serving of food and drink prepared from home in non-descript bag or container.

## SMALL PACKAGE CHECK

There is a free package check station on the Skybridge that can be used by attendees to store packages during Show hours on the same day of purchase. Customers must pick up their packages from Package Check before show closing. There is NO overnight storage at Package Check.

## LARGE ITEM LOAD OUT (LILO)

**Appointment required.** This FREE service gives assistance transporting heavy or unwieldy items into your customer's car on the Loading Dock of the Convention Center. Due to security issues, exhibitors cannot make their own arrangements to meet customers on the Loading Dock.

### Hours of Operation for LILO:

WEDNESDAY – SATURDAY:	10:00 AM – 7:30 PM
SUNDAY:	10:00 AM – 4:30 PM

Exhibitors text a festival representative to come to their booth to meet with the customer that has purchased a large item and arrange for LILO. Please note this is **only for large, heavy, or cumbersome items** that a customer would not be able to carry to their car.

If you have such a purchase, follow these steps:

1. Text your company name and booth number to provided phone number (available onsite during move-in)
2. **The customer must wait in the booth for the representative to meet with them.** Please be patient, they might be meeting with another customer.
3. The customer makes a reservation with the representative to pick up their item(s) on the Loading Dock.

4. If the customer's reservation is made for the same day, staff will come to remove the large item from your booth.
5. If the reservation is made for a different day, the item must remain in your booth until the day of the reservation, at which time staff will come to transport the item. LILO is not secure and cannot store items overnight.

- Northwest Flower & Garden Festival assumes no responsibility for damage or loss once the item leaves an exhibitor's booth.
- The Festival has the right to refuse moving any item it deems too large or heavy to safely move.
- **Please note this service is first come, first served, and not guaranteed if all our appointment slots are filled. Please be prepared.**

If you have any questions or concerns, please call our office at 206.620.0938.

## HOTEL RESERVATIONS

Show participants receive an exclusive discounted **hotel rate of \$168 per night** at the downtown **Sheraton Grand Seattle**; available online only. To reserve, [CLICK HERE TO BOOK](#). There is limited availability; once the block of rooms is booked this rate will no longer be available. Please note this rate is usually sold out by December.

**You can only receive this rate by booking through this link.** You will not receive this rate anywhere else or by calling the hotel directly. If you have questions, please call Group Travel Associates at (805) 496-1251. **No third-party companies will contact you to book hotels for the Festival. All negotiated hotel rates will come directly from our show team.**

There are also several downtown hotels that offer discounts for anyone attending the Northwest Flower & Garden Festival. To see participating hotels and to make a reservation, go to [gardenshow.com](#)>PLAN YOUR VISIT>HOTEL DEALS. For most of the hotels **you must make your reservation through this website**. You may not receive the discounted rate by calling the hotel directly.

You will not get these rates anywhere else. These hotels set aside a specified number of rooms at the discounted rate. Once they are all reserved the rate is no longer available.

## ANIMALS

Animals that are approved by Show Management are permitted in the show if part of an exhibit, activity or performance that legitimately requires the use of animals. Trained service animals or service animals in training will be allowed into the show. All other animals, including pets and comfort animals, are prohibited. Permitted animals must be on a leash, within a pen, or under similar control at all times. The owner takes full responsibility for his/her own animal.

## Section 4 - Move-Out

### TRASH – ATTENTION

“Pack it in, pack it out!” We will have cardboard dumpsters, as well as a clean green dumpster for soil and plant material, on both the North & South Loading Docks. Please don’t leave your garbage in your neighbor’s space or storage area, take it with you or you will be charged for removal.

### MOVE-OUT INSTRUCTIONS

**DO NOT dismantle or remove exhibit materials before the show closes at 6 pm on Sunday.**

Any exhibitor violating this rule will lose seniority for booth placement the following year. No freight (except small, hand-carried boxes) will be allowed to exit through the front lobby doors into the Galleria. All exhibit materials must be removed via the Loading Dock or Hand-Carried Freight elevators to the parking garage. Convention Center flatbed handcarts will be available on the Loading Docks near the Hand Carried Freight Elevators after the Show closes at 6 pm. Please be courteous and only use one flatbed handcart per exhibit space, as there is limited availability. Return the SCC handcarts to the Loading Dock when finished.

<u>BOOTH MOVE-OUT HOURS:</u>	<u>FROM</u>	<u>TO</u>
Sunday, February 22	6:00 pm*	10:30 pm

**\*Convention Center carts will not be released until 6:00 pm!**

### MOVE-OUT PROCEDURES

- Dismantle and pack up your exhibit completely.
- Dispose of your garbage (we have cardboard and clean green dumpsters on Loading Dock) or TAKE IT WITH YOU!
- **MOVE-OUT PASS REQUIRED** for using Loading Dock or North Hand-Carried Freight elevator.

**The South Hand-Carried Freight Elevator DOES NOT require a pass.** Make sure your car is parked near the South Hand-Carried Freight Elevator in the main parking garage, Blue Aisles F & G. Signs will direct you to this area.

- **TO OBTAIN A MOVE-OUT PASS:** For the Loading Dock and North Hand-Carried Freight Elevator, you can obtain a pass once your booth is completely packed up and you are ready to get your vehicle.
  - When you are ready, look for Show Staff stationed in each hall. They'll be easy to spot wearing yellow, high-visibility reflective vests. You can also check with the Show Office, and they will radio Staff to meet you at your booth.
  - Show Staff will issue a MOVE-OUT PASS once they visually confirmed that your booth and its contents have been dismantled and are ready to be loaded into your vehicle.

- Take your MOVE-OUT PASS with you to retrieve your vehicle and proceed to either the Loading Dock or the North Hand-Carried Freight Elevator lot (No pass needed for the South Hand-Carried Elevator).
- If possible, have a co-worker stay at your booth while you retrieve your vehicle. Communicate with your co-worker when you are about to enter the Loading Dock area, at which time they can begin to transport your materials to the Loading Dock.
- Once at the Loading Dock or North Hand Carried Freight Elevator, quickly retrieve your materials, load your vehicle, and depart.
- Exhibitors will not be allowed to park on the Loading Dock or on Hubbell Street near the bottom of the ramp prior to 6:00 pm.
- Due to limited space available on the Loading Dock, vehicles cannot be parked while move-out is in progress. Only Exhibitors who are ready to load your vehicle will be allowed up the Loading Dock.

- **IF YOUR DRIVER IS OFF-SITE:**

If your driver is off-site, text a picture of the pass so they can get in line at the bottom of the ramp. When they arrive, they can show the picture of the pass.

### **No Forklift Service on Sunday Evening Unless Previously Scheduled**

Arrangements for forklift service must be made with **Fern Expo** prior to Sunday, February 22.

## **MONDAY MOVE-OUT RESERVATION**

There is limited availability for Monday morning move-out time slots from 7 am to 10 am. **Exhibitors must completely pack up on Sunday night and use their time slot on Monday to pick up their display.** Only exhibitors with large and heavy displays or who only have access to a vehicle on Monday for pick up will have priority to move-out Monday morning. **A reservation for a time slot is required.**

Please make a Monday reservation on-site at the Exhibitor Help Desk during Move-In or at the Show Office during show days. Time slots are limited and fill up fast.

## Section 5 – For Your Information

### CANADIAN PLANT INSPECTION

We provide FREE Washington State Department of Agriculture Phytosanitary Inspection Certification for Canadian customers purchasing plants and/or bulbs, as completed inspection forms are required at the border. Direct customers to the **WSDA booth 2646** at the back of the North Hall. Hours are 10 am to 5 pm, Wed – Friday; and 10 am to 4 pm Saturday and Sunday.

### GARDEN FLOOR CLOSED

**TUESDAY, FEBRUARY 17:** The garden floor will be closed from 1 pm – 9 pm for judging and a private function. We ask that you do not cross the garden floor when the black curtains are up. Also, the Atrium Lobby will be closed from 6 pm – 9 pm for a garden award ceremony.

The South Hall 4A exhibitors (booths 100 – 973) will not have access across the garden floor (South Hall 4B) after 1 pm, and no access to the Atrium Lobby after 6 pm. To exit the building after 6 pm, go through the Exhibitor Storage Hallway to the Skybridge Lobby or the South Loading Dock.

Thank you for your cooperation and we apologize for any inconvenience.

### EXHIBITOR INSURANCE

Exhibitors are responsible for securing Commercial General Liability insurance at their own expense and must provide proof of coverage before move-in. The policy must provide coverage of One Million Dollars (\$1,000,000.00) each occurrence and Two Million Dollars (\$2,000,000.00) Annual Aggregate. Please forward your Certificate of Insurance to [EmilyB@mpeshow.com](mailto:EmilyB@mpeshow.com).

Any Exhibitor responsible for damage to any part of the Convention Center, its equipment, or furnishings, including nail holes, spilled paint, defacing, breakage, removal of any adhesive tapes, etc., will be liable for the cost of repair.

The Show and Convention Center strive to safeguard participants' property; however, they assume no responsibility for any loss, theft, or damage occurring during the event or during move-in and move-out periods. Exhibitors should insure valuables in their display.

This insurance must be in force during the entire lease dates of the event, February 15 – 23, 2026, and it is required that Marketplace Events is listed as Additional Insured:

**Marketplace Events LLC**  
**2000 Auburn Dr Ste 200**  
**Beachwood, OH 44122**

Don't have an insurance provider? Several companies offer short term insurance for events, such as [ACT insurance](#), [John Buttine Insurance](#), or [Hartford Insurance](#)

## LIVE MUSIC

Live instrumental music will play during each day at show opening and in the afternoons in the Atrium Lobby show entrance.

## REQUIRED BUSINESS LICENSES

All retail sales at the Show must include State sales tax, which each exhibitor must remit to the state of Washington. The state of Washington is a self-reporting tax state; therefore, each exhibitor is responsible for remitting the sales tax.

### Sales Tax Chart

For current sales tax rate, please visit [webgis.dor.wa.gov/taxratelookup/SalesTax.aspx](http://webgis.dor.wa.gov/taxratelookup/SalesTax.aspx). Input Seattle Convention Center address – 705 Pike St, Seattle, 98101.

### UBI (WA State Tax ID License)

The Washington state Dept. of Revenue requires every exhibitor who participates in the show to provide a UBI number (WA State Tax ID) to conduct business in Washington state.

The show must submit all UBI numbers to the state. If you are a new exhibitor to the Northwest Flower & Garden Festival, **please email your UBI number to [EmilyB@mpeshows.com](mailto:EmilyB@mpeshows.com)**. If you have exhibited in the past, we should have your UBI # on file.

**Out of State/Country Exhibitor:** If you need a temporary number, register online within 6 months of the show at [dor.wa.gov/contact/temporary-registration-certificate](http://dor.wa.gov/contact/temporary-registration-certificate). For questions, please call 253-382-2000 for assistance. You are not charged for obtaining a temporary registration certificate.

**Please note that if you applied for a temporary number the previous year, you must reapply each year for the temporary number and you will be issued a new sales tax form to be completed.**

Once a number has been assigned to you, please email the number to [EmilyB@mpeshows.com](mailto:EmilyB@mpeshows.com). Please note that temporary registration must report all revenue from the show to the state 10 days after the close of the show.

### Seattle Business License (SBI)

If you are already conducting business in Seattle, then you are required to have a Seattle Business License. **This license must be renewed annually by December 31<sup>st</sup>, so please make sure it is current for the show.** **If you have a license, please email your license number to [EmilyB@mpeshows.com](mailto:EmilyB@mpeshows.com).**

If you do not have a Seattle Business License, then you must purchase a temporary one at the cost of \$50, which will be included on your Exhibit Space Contract. The Show will directly pay the Department of Revenue for all the temporary licenses.

## SAMPLE FOOD AND/OR BEVERAGE DISTRIBUTION

ARAMARK has exclusive food and beverage rights within the Seattle Convention Center. Exhibitors requesting to serve, offer, or sample F&B items must have prior approval from Show Management and Exhibitor Services.

In accordance with the new guidelines and regulations established by Aramark, the Seattle Convention Center Concessionaire, no food items or products may be sold for on-site consumption. **Should any food products be allowed for sale at the event, they must be sealed and packaged in quantities weighing at least 2 lbs., for at-home consumption.** All companies must coordinate with Exhibitor Services to submit a sampling form and provide evidence of packaging and quantity limits.

Subject to Show Management approval, those exhibitors who manufacture, process, or distribute food as their normal course of business and wish to distribute food samples may be allowed. **Food samples and beverage sizes cannot be more than 2 ounces.** Any food sampling requires a valid Washington State Food Handlers Permit. Exhibitors are required to order booth porter service for cleaning. Please contact Show Management and Exhibitor Services for prior approval of food distribution. No selling of food or beverage for on-site consumption is permitted by exhibitors.

Please [CLICK HERE](#) for the Aramark Sample Food and/or Beverage Distribution Authorization Request form.