

# 2018 WSU Master Gardener Conference Report

5/31/18

## Registration update:

- The early bird deadline is July 1. We expect an increase in registrations in June.
- Registrations to date (5/31/18): 70 Full-time, 2 Thursday only, 11 Companion meals.
- Tours: 45 tours and 9 bonus class spots have been sold.

## Publicity:

- Thanks to a Tourism Promotion Area grant from the City of Wenatchee, conference postcard invitations were sent statewide to all WSU Master Gardeners in late March.
- The Chelan County PUD donated 650 flyers to be placed in the June Wenatchee Chamber of Commerce newsletter.
- A 8' x 3' banner has been displayed at a busy intersection for the past 2 weeks. It will be placed at another location over the weekend.
- All County Coordinators have received digital copies of our flyer to forward within their communities.
- Promotional posts have been posted to Facebook once each week.
- Over 3,000 bookmarks have been distributed statewide to individuals and businesses.
- Our Wenatchee World writers continue to promote the conference in their weekly column.
- WSU Chelan/Douglas County Master Gardener are wearing t-shirts promoting the conference. We are also running a contest to encourage this.
- The website is complete, including a recently added page promoting the Friday Knowledge Bowl and the opening of the Photo Contest.
- A media press release was sent to news sources statewide last month.
- A popular local magazine donated a ¼ page ad in their June issue.

## Procurement:

- Sponsorships \$10,000 (\$9,000 received, payments are pending for 2 \$500 sponsors). Four vendors have committed. We have 11 exhibitors at this time.
- We are continuing to solicit sponsors, vendors, and exhibitors.
- Auction items are coming in with a deadline of July 15.
- To date Pierce County has purchased table space at the conference Marketplace.
- We will begin selling business card size ads @ \$100 each for the conference program.

## Volunteers:

- We are evaluating our needs and will assemble a sign-up sheet for MG volunteers needed during the conference.

**Budget:** Please see attached

**Agenda:** Please see attached

## How we can use your help:

- Spread the word!
- Help us sell ads and a few more sponsorships.
- We'd like to see Marketplace fill. Encourage counties to purchase tablespace.