



Philadelphia PHS Flower Show®

February 27 (Members' Preview) - March 8, 2026

PA Convention Center





Founded in 1827, the Pennsylvania Horticultural Society (PHS) believes in the power of horticulture to make positive social and environmental change. Driven by a diverse community of supporters, volunteers, and gardeners, PHS uses all its activities to advance four impact priorities:

- Creating healthy living environments
- Increasing access to fresh food
- Expanding economic opportunity
- Building meaningful social connections





“Rooted”

The 2026 Philadelphia Flower Show theme “**Rooted**” is a celebration of gardening origin stories - the people, places, and traditions that shape how we grow, create, and connect through plants.

“**Rooted**” invites exhibitors and visitors to reflect on where their love of plants began, how gardening knowledge is passed down, and how those personal beginnings connect to broader cultural and horticultural legacies. This theme acknowledges that while everyone’s gardening story is personal, it is also part of a larger shared history.

The 2026 Philadelphia Flower Show takes place February 27 (Member Preview Day) – March 8, 2026 at the PA Convention Center in downtown Philadelphia.



Iconic Status

- The Flower Show is the major fundraising event for PHS.
- Started in 1829, it is the largest and oldest flower show in North America, and in the top three globally with peer events, the Chelsea Flower Show and the Singapore Garden Festival.
- Attracts ~240,000 attendees annually and generates over \$64 Million in economic impact for the City of Philadelphia.
- One of the top 10 attended annual events in the country.
- Features 10 acres of large-scale artful installations with hundreds of gardens, floral designers, exhibits, interactive activations, and shopping.
- Voted 'Best Event in the World' (2014 & 2017) by International Festival & Events Association.

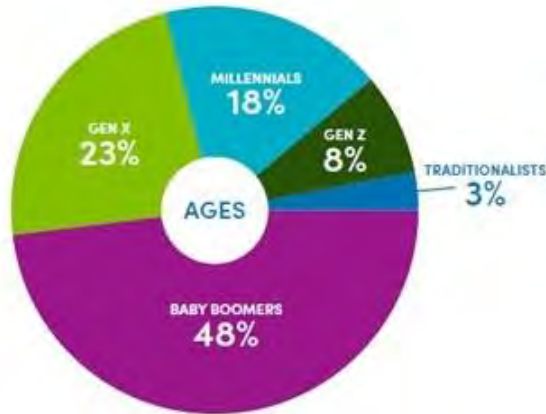
2026 PHS Philadelphia Flower Show.



2026 marks the 250th anniversary of the adoption of The Declaration of Independence.
The eyes of the nation will be on Philadelphia as we mark this occasion.
The Philadelphia Flower Show will be the first in a series of major events.



Demographic Profile

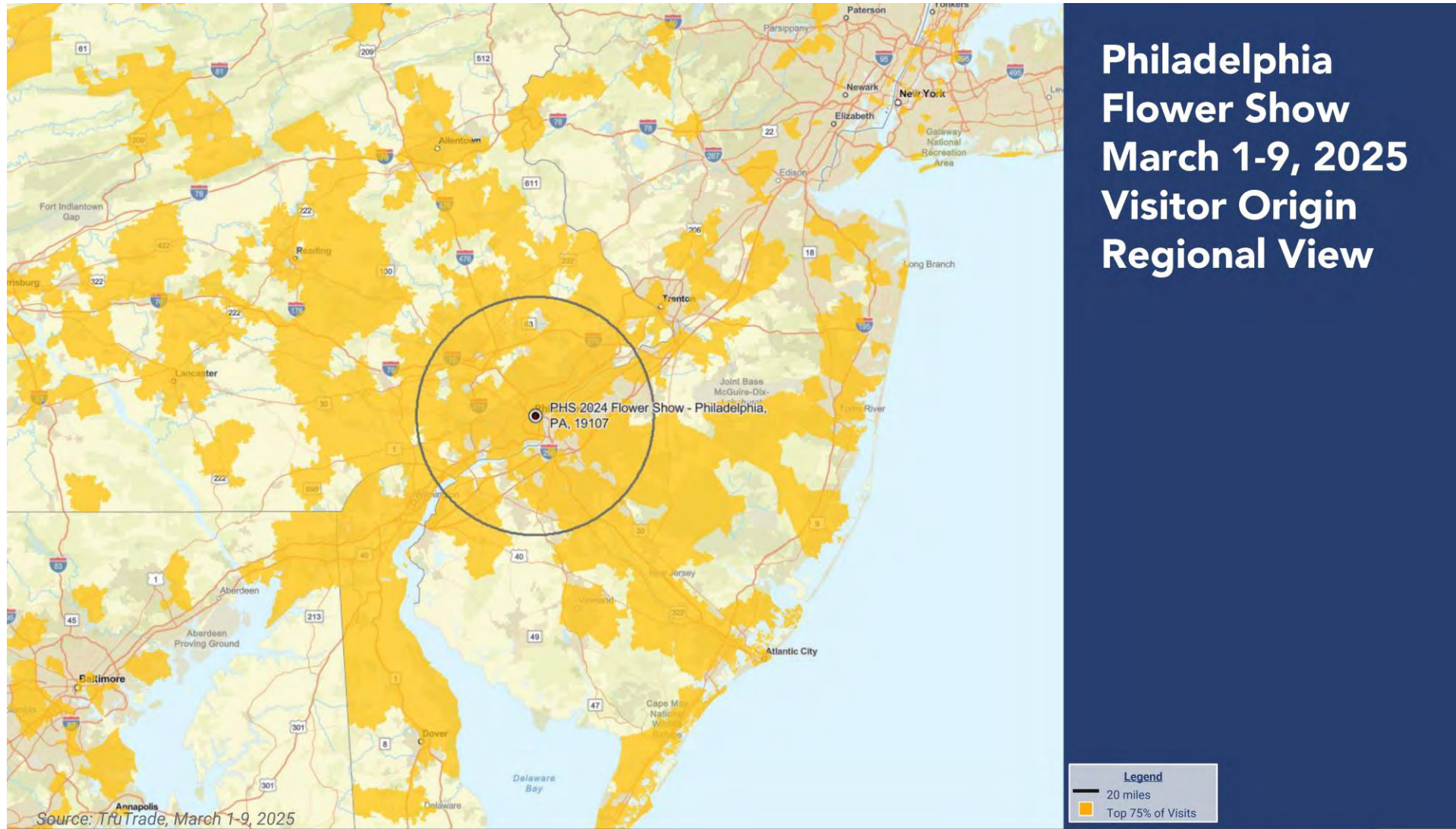


PHS EMAIL COMMUNICATIONS DEMOGRAPHICS

18-24	4.2%
25-34	20.4%
35-44	17.3%
45-54	9.7%
55-64	10.0%
65+	30.2%

TOTAL EMAIL RECIPIENTS: 104,122





2025 Philadelphia Flower Show Ticket Sales – National View



Source: PHS, March 1-9, 2025

2026 PHS Philadelphia Flower Show.

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Sponsorship Benefits, depending on investment level, can include:

- On-Site Activation Area that could range from a 10' x 10' branded display area to a 50' x 60' branded garden. PHS Staff can design, procure, install, and maintain floral displays and gardens.
- Category Exclusivity.
- Logo inclusion on major media advertising.
- Promotion of On-Site Activation.
- On-Site Sales and Customer Solicitation.
- Collaborative Blog Posts.
- Collaborative Social Media Integration.
- Advertisement in PHS Grow Digital Magazine.
- Integration into Influencer Program.
- Inclusion of Branded items in Influencer/Media Swag Bags.
- Advertisements on Flower Show Map/Collateral Piece.
- Logo placement on event signage, website, and map.
- Access to Flower Show Conference Rooms for Employee Meetings/Trainings or Customer Hospitality.
- Tickets.
- In/Out Access for Working Staff.
- Year-round opportunities for engagement with numerous PHS programs and events





















Join us at the Flower Show!

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