



Plant of the Year 2026 - Promotional Opportunities

Plant of the Year is a launchpad for industry-wide recognition and exposure.

Here's what's in store for the recipient of Plant of the Year:

Industry-Wide Promotion

eNews Feature

- Dedicated feature in NGIV's weekly enewsletter (5 December 2025)
- Delivered to 2,000+ NGIV members and horticulture professionals
- Published post-judging and pre-Melbourne International Flower and Garden Show (MIFGS)

Social Media Campaign

- Multi-platform coverage (Facebook, Instagram, LinkedIn, X)
- Finalist reveals, winner announcement, and spotlight posts
- Reach 10,000+ followers with potential for paid promotion boosts

Website Exposure

- Winner spotlighted on plantoftheyear.com.au, melbflowershow.com.au and ngiv.com.au
- Featured throughout 2026 and beyond

Groundswell Magazine Feature

- Full-page article in NGIV's MIFGS edition
- Distributed to up to 100,000 show attendees and industry contacts
- Includes grower/breeder story, plant performance, and visuals

Live Recognition

At NGIV & MIFGS Events

- On-stage acknowledgement and signage (where applicable)
- Plant of the Year display featured at MIFGS 2026
- Exposure to thousands of garden lovers, retailers, buyers, and media
- Inclusion in MIFGS website and email marketing campaigns (distributed to up to 100,000 recipients)

Why Enter?

- Showcase your plant to industry leaders and garden enthusiasts alike
- Boost brand visibility and commercial potential
- Be part of the Melbourne International Flower & Garden Show experience
- Celebrate innovation, sustainability and horticultural excellence

Key Dates

- Nominations open 1 August 2025
- Entries close: 3 November 2025
- Judging period: 4–7 November 2025 (Plants must be available for physical judging)
- Winners announced: 1 December 2025
- Winner displayed at: MIFGS 2026 (March)