



Creator Media Kit

**Charleston Convention Center
April 24–25, 2027**

Lost Kingdoms & Dragons Official Creator Resources

Table of Contents

1. Cover
2. Welcome
3. About The BIG Plant Expo
4. Creator Content Timeline
5. Creator Resources
6. Branding Guidelines
7. Expo Weekend Guide
8. Frequently Asked Questions
9. Contact Information & Thank You

Welcome

Welcome to **The BIG Plant Expo 2027**.

We're excited to partner with creators who share our passion for plants, education, and community. This Creator Media Kit provides the essential resources you'll need to prepare for the Expo, access official marketing assets, and create engaging content for your audience.

Whether you're joining us as a featured creator, educator, speaker, or content partner, we're honored to have you as part of The BIG Plant Expo experience.

Thank you for helping us inspire, educate, and grow the global plant community.

About The BIG Plant Expo

The BIG Plant Expo is a premier two-day celebration of plants, education, and community, held annually at the Charleston Convention Center in North Charleston, South Carolina.

Bringing together local, regional, national, and international vendors, creators, educators, and plant enthusiasts, the Expo offers an immersive experience featuring specialty shopping, educational programming, creator meet and greets, VIP experiences, and unforgettable themed environments designed to inspire collectors of every experience level.

The 2027 Expo embraces the theme **Lost Kingdoms & Dragons**, blending the excitement of rare and uncommon plants with conservation, education, and community to create an experience unlike any other.

Our mission is simple:

To connect people through plants while supporting education, conservation, small businesses, and the global plant community.

Creator Content Timeline

Each Creator Agreement is unique and may include different deliverables, posting requirements, appearances, promotional obligations, deadlines, and compensation. The timeline below is provided as a general planning guide to help creators organize promotional efforts before, during, and after The BIG Plant Expo.

Your signed Creator Agreement is the controlling document for all contractual obligations, deliverables, deadlines, compensation, appearances, and promotional requirements. If any information in this handbook differs from your signed Creator Agreement, the terms of your agreement shall prevail.

Upon Signing

- Review your signed Creator Agreement.
 - Download your Creator Resources from the Creator Portal.
 - Save your personal affiliate link and QR code.
 - Review your event schedule and begin planning your content calendar.
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Leading Up to the Expo

- Announce your participation in The BIG Plant Expo.
 - Begin introducing the Expo to your audience in your authentic voice.
 - Promote your personal affiliate link in accordance with your Creator Agreement.
 - Utilize official Expo graphics, logos, and marketing assets when appropriate.
 - Build excitement leading up to Expo weekend.
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Expo Week

- Share countdown content with your audience.
 - Confirm your travel itinerary, accommodations, and event schedule.
 - Remind your audience that tickets are available.
 - Coordinate any scheduled appearances, interviews, workshops, or promotional activities outlined in your Creator Agreement.
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During Expo Weekend

- Capture and share your authentic Expo experience.
 - Showcase vendors, exhibitors, educational sessions, shopping, themed experiences, and the plant community.
 - Tag The BIG Plant Expo in your content when appropriate.
 - Continue promoting your affiliate link as outlined in your agreement.
 - Be professional and respectful when interacting with attendees, vendors, sponsors, staff, volunteers, and fellow creators.
 - Attend scheduled appearances, meet and greets, workshops, interviews, or other commitments included in your Creator Agreement.
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Following the Expo

- Complete any remaining promotional obligations required under your Creator Agreement.
 - Share your favorite moments and experiences with your audience.
 - Submit any required deliverables by the deadlines outlined in your agreement.
 - Continue promoting The BIG Plant Expo when appropriate and encouraged by your partnership.
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Important Reminder

The BIG Plant Expo encourages creators to produce authentic content that reflects their own voice, style, and audience while showcasing the excitement, education, community, and experiences that make the Expo unique.

Event schedules, promotional opportunities, and marketing resources may be updated throughout the planning process. Creators are encouraged to regularly review the Creator Portal for the latest information, resources, and announcements.

Creator Resources

The Creator Portal has been designed to provide you with everything you need to successfully prepare for and promote The BIG Plant Expo. As event information, marketing campaigns, and resources are updated throughout the year, the Creator Portal will always contain the most current materials.

Please refer to the Creator Portal regularly for the latest information and resources available to you.

Resources Available

Brand Assets

Download official logos, brand elements, and approved graphics for use in promotional content.

Marketing Graphics

Access professionally designed social media graphics, event artwork, promotional images, and downloadable marketing materials.

Captions & Promotional Copy

Use pre-written captions, event descriptions, and promotional messaging as inspiration or customize them to fit your own voice and audience.

Event Information

Find the latest event schedules, venue information, maps, parking details, hotel recommendations, FAQs, and important announcements.

Affiliate Resources

Access your personal affiliate information, promotional tools, QR codes, and other resources to help you share The BIG Plant Expo with your audience.

Creator Resources

Stay up to date with creator announcements, content inspiration, important reminders, and additional materials shared throughout the planning process.

Staying Up to Date

The Creator Portal serves as the official resource center for all confirmed creators. Because information may be updated throughout the planning process, creators are encouraged to review the portal regularly to ensure they are using the most current marketing materials and event information.

Branding Guidelines

Consistent branding helps strengthen recognition of The BIG Plant Expo and ensures a professional, unified presence across all creator content.

Official Expo Branding

The official **The BIG Plant Expo** logo and approved marketing assets provided in the Creator Portal shall be used when creating promotional content for the Expo.

For all social media posts, reels, videos, YouTube videos, Facebook posts, and other promotional content created specifically for The BIG Plant Expo, **the official The BIG Plant Expo logo shall be used as the cover image, thumbnail, or primary promotional graphic whenever the platform supports custom cover images or thumbnails.**

If a social media platform does not support custom cover images or thumbnails, creators should incorporate official Expo branding within the content whenever reasonably possible.

Creators shall use only the official logos, graphics, and marketing assets provided through the Creator Portal. Logos may not be altered, distorted, cropped, recolored, animated, or otherwise modified without the prior written consent of The BIG Plant Expo.

Brand Representation

Creators are encouraged to create authentic content that reflects their own style and personality while accurately representing The BIG Plant Expo, its exhibitors, sponsors, attendees, and community.

Professional, respectful, and positive interactions are expected when representing The BIG Plant Expo both online and during Expo-related activities.

Official Marketing Assets

The following resources are available within the Creator Portal:

- Official Expo logos
- Marketing graphics
- Promotional artwork
- Event photography
- Approved captions and promotional copy
- Affiliate resources
- Event information

Creators are encouraged to use these materials whenever appropriate to help maintain consistent branding across all promotional efforts.

Questions Regarding Branding

If you have questions regarding branding, logo usage, promotional materials, or approved marketing assets, please contact The BIG Plant Expo before publishing content.

Expo Weekend Guide

The following information is intended to help you prepare for a successful and enjoyable Expo weekend. Additional schedules, announcements, maps, and event updates will be provided through the Creator Portal as they become available.

Venue Information

The BIG Plant Expo 2027

Charleston Convention Center

5001 Coliseum Drive

North Charleston, SC 29418

Event Dates

Saturday, April 24, 2027

Sunday, April 25, 2027

Creator Check-In

All featured creators must check in with The BIG Plant Expo before participating in any official Expo activities.

Creators may check in during one of the following times:

Friday, April 23, 2027

- 4:00 PM – 6:00 PM (Recommended)

Saturday, April 24, 2027

- Beginning at 7:00 AM

During check-in, creators will receive their event credentials, welcome materials, final schedules, and any important event updates.

VIP & Sponsor Soirée

All featured creators are expected to attend the **VIP & Sponsor Soirée** on **Friday, April 23, 2027**, unless otherwise approved in writing by The BIG Plant Expo.

The Soirée provides an opportunity to network with sponsors, vendors, fellow creators, VIP guests, and members of the plant community before the Expo officially opens. Creators are encouraged to engage with guests, participate in conversations, and capture content throughout the evening.

Additional event details, including location, schedule, and attire recommendations, will be provided through the Creator Portal.

Creator Room

A dedicated **Creator Room** will be available upstairs throughout Expo weekend for all featured creators.

The Creator Room is intended to provide a comfortable space where creators can:

- Check in upon arrival.
- Store personal belongings during the event.
- Enjoy lunch and refreshments provided by The BIG Plant Expo, when applicable.
- Prepare for scheduled appearances, interviews, workshops, and meet and greets.
- Recharge between scheduled activities.
- Network with fellow creators and members of The BIG Plant Expo team.

Please help maintain a clean, organized, and respectful environment for everyone using the space.

The Creator Room is reserved exclusively for authorized creators and approved Expo personnel unless otherwise authorized by The BIG Plant Expo.

Creator Credentials

Creator credentials must be worn and remain visible while participating in official Expo activities.

Credentials are non-transferable and may not be shared, duplicated, or transferred to another individual.

Lost credentials should be reported immediately to The BIG Plant Expo staff.

Creator Schedule

Each creator's appearance schedule, interviews, workshops, meet and greets, content opportunities, and promotional activities are unique.

Please refer to your individual Creator Agreement and Creator Schedule for your assigned responsibilities, appearance times, and promotional commitments.

Content Creation

Creators are encouraged to capture authentic content throughout the weekend while respecting attendees, vendors, exhibitors, sponsors, volunteers, staff, and fellow creators.

When creating content, please:

- Avoid blocking vendor booths, aisles, entrances, exits, or educational sessions.
 - Be mindful of attendees while filming or photographing.
 - Obtain permission before conducting interviews or filming within a vendor's booth whenever reasonably possible.
 - Follow any instructions provided by Expo staff regarding restricted or designated filming areas.
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Professional Conduct

Featured creators represent both themselves and The BIG Plant Expo throughout Expo weekend.

Professional, respectful, and courteous conduct is expected at all times when interacting with attendees, exhibitors, sponsors, volunteers, venue personnel, and fellow creators.

Health & Safety

Please report any emergency, accident, injury, or safety concern immediately to The BIG Plant Expo staff or Charleston Convention Center personnel.

Creators are expected to follow all venue policies, emergency procedures, and instructions provided by Expo staff throughout the weekend.

Stay Connected

The Creator Portal serves as the official resource center for schedules, announcements, maps, event updates, marketing resources, and important information before and during Expo weekend.

Creators are encouraged to review the Creator Portal regularly to ensure they have the most current information and resources available.

Creator Hospitality

The BIG Plant Expo is committed to providing a welcoming and comfortable experience for all featured creators throughout Expo weekend.

Creator hospitality may include:

- Complimentary lunch provided by The BIG Plant Expo during Expo weekend.
- Light snacks and beverages available throughout the day.
- Access to the private Creator Room for breaks, networking, and content preparation.
- A secure location to store personal belongings while participating in Expo activities.
- Charging stations and workspace for phones, cameras, laptops, and other content creation equipment, when available.
- Assistance from The BIG Plant Expo team with schedules, logistics, and creator support throughout the event.

Hospitality offerings may vary based on event operations and availability. Additional information will be provided through the Creator Portal prior to Expo weekend.

Section 8 – Frequently Asked Questions (FAQ)

This is the last major section I think every creator handbook should have. It reduces repetitive questions and gives creators one place to find quick answers.

Where do I check in?

Creators may check in on **Friday, April 23, 2027, from 4:00 PM to 6:00 PM (recommended)** or beginning **Saturday, April 24, 2027, at 7:00 AM**. Check-in details and location will be provided through the Creator Portal.

Is attendance at the VIP & Sponsor Soirée required?

Yes. Unless otherwise approved in writing by The BIG Plant Expo, all featured creators are expected to attend the VIP & Sponsor Soirée on Friday evening.

Where do I keep my personal belongings?

A private Creator Room will be available upstairs throughout Expo weekend where creators may securely store personal belongings, take breaks, enjoy hospitality, and prepare for scheduled activities.

Where do I find my schedule?

Your personalized appearance schedule and responsibilities are outlined in your Creator Agreement and any additional schedules provided through the Creator Portal.

Where do I upload my content?

Photos, videos, reels, interviews, and other approved content should be uploaded to the designated Creator Content Uploads folder within the Creator Portal.

Where can I find logos and marketing materials?

All official logos, graphics, marketing materials, promotional copy, and other creator resources are available through the Creator Portal.

Can I customize the marketing graphics?

Yes. We encourage creators to personalize captions and content to match their own voice and audience. However, official Expo logos and branding may not be altered without prior written approval from The BIG Plant Expo.

Can I film vendors?

Yes. We encourage creators to showcase our vendors and exhibitors. Whenever reasonably possible, please ask permission before conducting interviews or filming inside a vendor's booth.

What if my travel plans change?

Please notify The BIG Plant Expo as soon as possible so schedules, appearances, and other event logistics can be adjusted if necessary.

Who should I contact if I need assistance?

The BIG Plant Expo team is available throughout Expo weekend to assist with schedules, logistics, hospitality, and creator support. Contact information is available within the Creator Portal.

Where will I receive updates?

The Creator Portal is the official source for schedules, announcements, marketing resources, maps, event information, and important updates. Creators are encouraged to review the portal regularly before and during Expo weekend.

Contact Information

The BIG Plant Expo team is committed to providing every creator with an exceptional experience before, during, and after Expo weekend. If you have questions regarding your Creator Agreement, event schedule, travel, appearances, marketing materials, or any aspect of your participation, we're here to help.

Creator Relations

Renay Adams

Founder & Event Director

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Event Operations

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Website

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Creator Portal

The Creator Portal serves as your official resource center throughout your partnership with The BIG Plant Expo.

Please refer to the portal regularly for:

- Event announcements and updates
- Marketing assets and branding materials
- Affiliate resources
- Event schedules
- Creator resources
- Content uploads
- Important documents and communications

Thank You

Thank you for being part of **The BIG Plant Expo 2027**.

Your creativity, passion, and dedication help inspire thousands of plant enthusiasts while supporting education, conservation, and small businesses throughout the plant community.

We appreciate your partnership and look forward to welcoming you to Charleston for an unforgettable Expo weekend.

Welcome to The BIG Plant Expo family.