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August 4-6, 2015
Baltimore Convention Center | Baltimore, Maryland

August 18-20, 2015
Navy Pier's Festival Hall | Chicago, Illinois

FOR IMMEDIATE RELEASE

August 21, 2015



IGC CHICAGO IMPRESSES FIRST-TIMERS, EXPERIENCED SHOW-GOERS WITH NEW PRODUCTS, RETAIL INSPIRATIONS, NETWORKING & FUN

CHICAGO – **IGC Chicago's ninth annual show extended the excitement across Navy Pier**, from the expanse of new and proven products for independent garden centers in the exhibit hall to the retail inspirations found in the IGC Retail Conference upstairs and keynotes in the IGC Grand Ballroom.

"The buzz across the show was big," says Jeff Morey, IGC Show Co-founder and Co-producer. "We were especially happy to talk with so many first-time show-goers on the floor, who said IGC Chicago is firmly on their calendar for next year. Of course, we also extend our deep thanks to the many retailers who have made IGC Chicago their place for product buying all through the years."

Retailers were not only looking to bring back new product for their stores, many said they were sizing up vendor booth displays to incorporate the product presentations into their own merchandising. "The wide range of beautiful booth displays put together by IGC Chicago's vendors are such a visual treat," says Cheryl Morey, IGC Show Co-founder and Co-producer. "Whether you're walking the aisle or taking a broad view of the hall from the third floor, it really makes an impression."

IGC Chicago's keynote program drew favorable reviews from the audience, including a standing ovation as Ernest Wertheim walked onto the IGC Grand Ballroom stage and at the conclusion of his talk. Marcus Lemonis, star of CNBC's *The Profit*, also brought the audience to their feet – as he spoke in length to answer retail business questions from the crowd, and offered his personal e-mail for those whose questions couldn't be answered due to time constraints. (See the IGC Show's Facebook and Twitter pages for Lemonis' e-mail address.) During his keynote, "So What's Your Story," Robert Hendrickson shared his own story as a musician with stars in his eyes turned garden center marketing guru to demonstrate just how engaging stories can be.

More ideas and inspirations were discovered upstairs from the show floor, in the IGC Retail Conference's five focused tracks. In the classrooms, attendees made notes of the track leaders' strategies for making their businesses even stronger, and exchanged ideas with fellow classmates on what works – and what doesn't – for them.

IGC buyers and vendors turned their focus on networking and fun at Tuesday evening's IGC Show Party and Concert with the Gin Blossoms. The hum of biz talk and conversation filled the IGC Grand Ballroom, followed by the band's high-energy performance of their chart-topping hits.

IGC Chicago returns to Navy Pier next year for its 10-year anniversary, August 16-18, 2016. IGC East returns to the Baltimore Convention Center, July 26-28, 2016. Watch for details on next year's IGC Shows in the months ahead, and check out photos from this year's excitement at the IGC Show's Facebook page, www.facebook.com/igcshow.

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