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August 2-4, 2016
Valley Forge Casino Resort | Metro Philadelphia, Pennsylvania

August 16-18, 2016
Navy Pier's Festival Hall | Chicago, Illinois

FOR IMMEDIATE RELEASE

June 10, 2016



**EIGC ANNOUNCES PARTY ON THE TRADE SHOW FLOOR WEDNESDAY,
FREE BEER & SNACKS, LIVE MUSIC FROM JIMMY BUFFETT TRIBUTE BAND,
SPONSORED BY MASTER NURSERY GARDEN CENTERS**

METRO PHILADELPHIA – **EIGC show organizers are throwing a party on the trade show floor at the Valley Forge Casino Resort, Wednesday, August 3, 4 p.m. – 6 p.m.** Buyers will enjoy free beer and snacks as they write orders into the afternoon, all to the live music of EIGC’s own Jimmy Buffett tribute band.

Master Nursery Garden Centers, whose Eastern members are planning a special gathering at the EIGC Show, is sponsoring the Party on the Show Floor.

Jeff Morey, Founder and CEO of the IGC Shows, says, “Jeff [Lafferty, Master’s CEO] and I came up with the idea together as a way to celebrate what makes our Eastern garden centers so great – their pride in giving their customers a truly unique shopping experience as independent retailers. He shares our vision of continuing to build EIGC – The Eastern Show for IGCs as the region’s hub for independent inspiration.”

For more about the IGC Shows and to register, visit www.IGCshow.com and www.EIGCshow.com.

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