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FOR IMMEDIATE RELEASE



IGC Networking Lounge conceptual rendering

IGC Show Announces New IGC Networking Lounge, 'Shop Talk' Retail Discussions on the Show Floor

CHICAGO – IGC Show officials announce a newly redesigned retail networking hub, centrally located on the trade show floor, for next month's event, August 15-17, at Chicago's Navy Pier. The IGC Networking Lounge's collaborative model takes inspiration from contemporary retail design trends, with shared spaces modeled after the Genius Bar at Apple Stores. Attendees will be able to grab a stool and sit with their fellow independent garden center retailers at long tables with charging ports for their devices.

Inside the lounge, IGC Show attendees will have the opportunity to share their thoughts on a wide range of IGC-relevant interests with their peers in "Shop Talk" Retail Discussions. They will be able to grab a coffee, soda, beer or something with more kick from the lounge's IGC Bar, have a seat and jump in to the conversations centered on today's hottest industry topics, submitted by IGC retailers – including dealing with higher minimum wage laws, rising health care costs, getting younger shoppers in-store and more. A facilitator will keep the discussions moving along and ensure everyone is heard.

(more)

“As we enter our second decade of joining together as an industry at the IGC Show, the IGC Networking Lounge and ‘Shop Talk’ Retail Discussions will further our all-important networking focus at the event,” says Jeff Morey, IGC Show Co-founder & CEO. “This reimagined area will serve as a central meeting point for indies from all across the country to talk shop and form new industry friendships.”

IGC Show’s trade show, three morning keynotes and Opening Evening Party & Concert with Blue Öyster Cult are all free – if you register now at www.IGCChicago.com

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