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Navy Pier I Chicago

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**IGC SHOW REGISTRATION NOW OPEN, SNEAK PEEK AT  
WHAT'S NEW FOR SHOW-GOERS @ NAVY PIER, AUGUST 15-17**

CHICAGO – **Summer 2017 ushers in a brand new decade of the IGC Show, with even more business-building resources in store at the world's largest buying and education event for independent garden centers, August 15-17 at Chicago's Navy Pier.** Registration is now open at [www.IGCChicago.com](http://www.IGCChicago.com), and deeply discounted show hotel rooms are available on first-come, first-serve basis – including the Hyatt Regency Chicago, back by popular demand this year.

**LIMITED-TIME OFFER:** IGC retailers can take advantage of a special discounted rate of just \$99 for the 2017 IGC Retailer Conference – a savings of \$350! Plus, retailers can register now for the IGC Show Monday Store Tour for just \$99 – a savings of nearly \$100! **Enter special savings code during online registration: CELEBRATE.** Registration takes only minutes: [www.IGCChicago.com](http://www.IGCChicago.com).

**Here's Just a Sampling of What's New at IGC Show 2017.**

NOTE TO EDITORS: Many more announcements of new offerings at the show this summer will be released in the months ahead.

(more)

### **Three Targeted Buying Zones on the Trade Show Floor for New Product Scouting:**

- **New Product Zone** - Attendees will have the opportunity to see, touch and compare the hottest new products on the market in this dedicated showcase. Buyers can vote for their favorites here, and the winners will be announced at the show.
- **New Plant Zone** – Exhibitors will turn the spotlight on their new green good introductions – from trees and shrubs, to annuals, perennials and tropicals - in this dedicated section. Buyers can vote for their favorites, and the winners will be announced on-site.
- **New Vendor Zone** – Reclaiming its hot spot in the Lakeview Terrace, en route to the keynotes and concert, this popular section is expanding this year, with even more new vendors exhibiting for the first time at the IGC Show.
- **Plus, New IGC Show Specials** – New special offers from exhibitors across the show floor will save order-writing buyers time and money.

IGC Show organizers are also preparing to announce a roster of new networking opportunities for garden center owners, managers and buyers soon, including a live discussion format examining the issues most important to IGC retailers, right on the trade show floor.

In addition, full details on the IGC Retailer Conference's all-new, interactive program of educational sessions and workshops - five tracks focused exclusively on the business interests of independent garden centers - are coming soon.

**IGC Show's trade show, three keynotes and Tuesday evening's party and concert - featuring Blue Öyster Cult performing their iconic hits, including *(Don't Fear) The Reaper, Burnin' For You* and *Godzilla* - are all free.**

More details about this summer's IGC Show and quick-click registration are now available at [www.IGCChicago.com](http://www.IGCChicago.com).

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