



Contact:  
Jeff Morey, IGC Show Co-founder & Co-producer  
Jeff@IGCshow.com  
888-266-6868

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## FOR IMMEDIATE RELEASE



## **IGC Show's New Vendor Zone Exhibitor Space Sells Out, At Full Capacity More than Two Months Ahead of Show – New Plant Zone, New Product Zone Are Expanding This August**

CHICAGO – Event organizers just announced the IGC Show's popular New Vendor Zone exhibitor space is sold out, at full capacity more than two months ahead of the event, **August 14-16 at Chicago's Navy Pier**. New Vendor Zone is a substantial section of vendor booths, where buyers meet suppliers brand-new to the show and industry face-to-face. Exhibitors are purposely selected for their unique product offerings, and many offer exclusive savings as an incentive for garden center buyers to work with them for the first time. "IGC's New Vendor Zone is a great way to kick off the show and see all of the new potentials for our store," says Anna Busse, Buyer at Molbak's Garden + Home in Woodinville, WA.

**In addition to the main show floor with 550-plus vendor booths, two more dedicated sections for garden center buyers will turn the focus on "new" at the IGC Show this August. The New Product Zone and the New Plant Zone, back by demand after their rollout last summer, are expanding to showcase even more new introductions to IGC Show buyers.** The products and plants highlighted in these sections are submitted by vendors all across the show as their "latest and greatest," by longtime exhibitors to companies new to the industry.

(more)

IGC Show attendees will have the opportunity to vote on their favorites, and the winners will be announced just prior to Thursday morning's keynote, as well as featured in *IGC Magazine's* 'Best of Show' Issue.

**IGC Show is an order-writing event**, where indie garden center buyers discover many exhibitors that are not at the distributor or buying group events, along with show specials that save their retail businesses time and money with discounts, no minimums and/or reduced freight.

**IGC Show's trade show, three morning keynotes – including Daymond John of ABC's hit television series *Shark Tank* – plus Tuesday's all-ages party and concert with The Marshall Tucker Band are free** if you register now at [IGCShow.com/Register](http://IGCShow.com/Register). In addition, for a limited time, seats on the **IGC Show Store Tour and All Access Passes to Continuing Education @ IGC are deeply discounted at \$99 each** – enter discount code SMART at [IGCShow.com/register](http://IGCShow.com/register)

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