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**IGC SHOW ANNOUNCES ROLLOUT OF WIDELY POPULAR
'NEW VENDOR ZONE' AT IGC EAST THIS SUMMER**

BALTIMORE & CHICAGO – **IGC Show organizers just announced that IGC East 2015 will debut its own New Vendor Zone**, modeled after the high-traffic, peak-demand section that has drawn buyers seeking “that special something” to IGC Chicago since 2012. Now retail buyers at both IGC Shows this summer will have the opportunity to discover the very latest trendsetting products that will give their stores the leading edge in this special dedicated section.

New Vendor Zone at IGC East and IGC Chicago will showcase exhibitors hand-selected for their particularly creative or innovative offerings not typically seen at other industry shows or marts. This special section at the IGC Shows is exclusive to vendors that have not previously exhibited at garden center shows.

“We’ve heard the call from IGC buyers to add the New Vendor Zone to IGC East, and we’re pleased to bring this widely popular hub of innovation and inspiration to our Eastern attendees this year,” says Jeff Morey, IGC Show Co-founder.

“When you walk the New Vendor Zone, you’ll not only find brand new products, you’ll experience the ‘wow’ factor of new ways to display them,” says Cheryl Morey, IGC Show Co-founder. “It’s a unique product-sourcing experience buyers won’t find anywhere else.”

For more about the IGC Shows and to register, visit www.IGCshow.com. Attendees registered by June 30 are entered into a drawing to win one of 10 Apple Watches.

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