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Valley Forge Casino Resort | Metro Philadelphia, Pennsylvania

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

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EIGC/IGC SHOWS SOLD OUT AS THEY OPEN TO 10TH YEAR CELEBRATION

CHICAGO & METRO PHILADELPHIA – IGC Show organizers announce exhibitor space is now sold out and the trade show floors are booked full of vendor booths at both IGC Show Chicago and EIGC – The Eastern Show for IGCs.

First up at EIGC Show, August 2-4 at Valley Forge Casino Resort in King of Prussia, PA, buyers will benefit from free morning keynotes and hundreds of exhibitor booths showcasing new products - all tailored to their specialized Eastern independent garden center interests. Garden center retailers from all 50 states and around the world are registered to gather at IGC Show Chicago for the event's big 10-year birthday bash celebration at Navy Pier.

"We are now wrapping up the last few booths at the shows," says Rob Bailey, IGC/EIGC National Sales & Trade Show Manager. "It's been another robust year in vendor booth bookings, and we're looking forward to celebrating 10 years in a big way."

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At the EIGC Show, garden center buyers will meet face-to-face with key industry vendors and scout new products hand-selected to distinguish their stores to their local customer base. Fun extras for year three of the event include Tuesday's Free Dinner Party and Concert on-site at Valley Forge Casino, featuring "I Will Survive" Disco Diva Gloria Gaynor performing live. Then on Wednesday, buyers will write orders into the afternoon with free beer and snacks, plus live music from EIGC's Jimmy Buffett tribute band, during the Party on the Show Floor, 4 – 6 pm.

IGC Show Chicago, the world's largest trade show targeted exclusively to independent garden centers, trumpets 10 years at Navy Pier with Tuesday's Blockbuster Birthday Bash, featuring classic rock giants REO Speedwagon in a special industry-only free concert and a celebratory birthday cake cutting. Wednesday morning before the trade show opens, Pro Football Hall of Famer Mike Ditka "Da Coach" will talk to IGC retailers about his restaurant businesses and what principals he puts in place to win today's consumer.

"We've got so much planned to make this summer's EIGC and IGC Shows events that our industry will remember," says Jeff Morey, IGC Show Co-founder and CEO. "Cheryl and I can't wait to catch up and celebrate this industry with everyone who makes it so great."

Both EIGC Show and IGC Show Chicago are the go-to for independent garden centers, each with free trade shows, three free keynotes, and free parties and concerts, plus the EIGC/IGC Retailer Conference's five educational tracks and behind-the-scenes store tours.

Garden centers can register the fastest online at www.IGCshow.com and www.EIGCshow.com.

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