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## IGC Show: Something for Every Retailer

*Jennifer Polanz*



We received word in June that exhibitor space for this year's IGC Show at Navy Pier in Chicago has been filled, including the new vendor segment. That means a full slate for retailers to browse from, with every aspect of garden retail covered, from live plants to hardgoods and home décor, plus more.

The trade show runs August 14-16, but you can sign up and head out a couple of days early to participate in the annual Chicago-area garden center tour on August 13.

This year's tour takes in Christy Webber Farm & Garden, Pesche's Garden Center, Hawthorne Gardens, Lurvey Garden Center and Gethsemane Garden Center, as well as a stop at cast stone supplier Henri Studio.

The IGC Show also provides a full line-up of educational speakers and workshops throughout the three days (sign up for a fee ahead of time) and retailers can take part in each of the three free keynote sessions, as well as the popular Shop Talk sessions on the trade show floor in the IGC Networking Lounge. Here's the rundown of keynote speakers:

- Daymond John, an entrepreneur and one of the featured businessmen on the hit TV show "Shark Tank," gives retailers "5 S.H.A.R.K. Points: Fundamentals for Success in Business and Life"
- Economist and Professor Dr. Charlie Hall talks about "The Evolution of Retail: How Our Todays Will Affect Our Tomorrows"
- Retail Expert Bob Negen will provide insights on "The Ultimate Marketing System for Independent Garden Centers"

After the trade show ends on Tuesday evening, attendees are invited to enjoy the sounds of The Marshall Tucker Band in the ballroom. Find out more about the whole shindig at [www.igcshow.com](http://www.igcshow.com). **GP**