



# Walking the Shows

Keep up-to-date with the industry's trends at this year's events and trade shows.

By Neda Simeonova

**W**ith so many events and shows to visit and with so little time to spare, it is important to have a well-organized and updated schedule of the events throughout the year. After all, trade shows help keep you abreast of the latest product and industry trends that will keep customers coming back to your garden centers.

In an effort to help you select the shows that will best fit your needs and interests, *Lawn & Garden Retailer* has put together a list of major shows and events taking place throughout the next 12 months. They are listed in chronological order and include contact information and a brief description of the venue that was provided by each show or event. Bring your walking shoes!

## MARCH

**7-14: Philadelphia Flower Show**  
Philadelphia, Pa.  
(215) 988-8899  
[www.theflowershow.com](http://www.theflowershow.com)

The Philadelphia Flower Show is a charitable fundraiser of The Pennsylvania Horticultural Society (PHS), a non-profit organization. More than 250,000 consumers visit the show each year.

**15-16: SAF Congressional Action Days**  
Washington, D.C.  
(703) 836-8700  
[www.safnow.org](http://www.safnow.org)

During the SAF annual Congressional Actions Days, members from all industry segments visit the Senate and House offices to gain insight on legislation and regulations that will affect their business. The "Issues Briefings" gives members an overview of the latest compliance and legislative issues and a chance to help steer congressional agendas for the rest of the year.

**30-April 2: Lawn & Garden Retailer/  
GCA Pack Trial Tour**  
Throughout California  
(888) 648-6463  
[www.gardencentersofamerica.org](http://www.gardencentersofamerica.org)

This year, *Lawn & Garden Retailer*/GCA Pack Trial Tour will guide you through the 2004 California Pack Trials and provide a glance of the new and must-have varieties.

## APRIL

**18-20: AHMA Hardware Show**  
Chicago, Ill.  
(800) 723-9895  
[www.ahmahardwareshow.com](http://www.ahmahardwareshow.com)

The AHMA Hardware Show will showcase more than 1,000 exhibitors dedicated to lawn, garden and outdoor living products and services as well as each major segment of the hardware and home improvement industry. Attendees can gain new ideas from the thousands of new products on display, educational seminars and product demonstrations presented throughout the show.

Photos courtesy of Mid-America Horticultural Trade Show

**22-28: High Point Market****High Point, N.C.****(336) 888-3700****www.ihfc.com**

The High Point Market is a wholesale home and furnishing show, which has more than 10 million sq.ft. of exhibition space. Each year, more than 2,400 manufacturers exhibit casegoods, upholstery, accent, accessories, lighting, wall decor, bedding, rugs and home textiles. Buyers and sellers come together from the United States and 110 countries.

**MAY****10-12: National Hardware Show****Las Vegas, Nev.****(203) 840-5622****www.nationalhardwareshow.com**

This show features more than 1,809 exhibitors from 26 countries, launching new and innovative products for the home. See hundreds of new and returning companies.

**JUNE****14-16: National Lawn and Garden Show****Denver, Colo.****(888) 316-0226****www.nlgshow.com**

Catering to the specific needs of the lawn & garden industry, the 10th Annual National Lawn & Garden Show is an Honoree for *Tradeshows Week's* Top 50 Fastest Growing Tradeshows.

**16-19: ANLA Retail Roadshow****New York, N.Y.****(202) 789-2900****www.anla.org**

The ANLA Retail Roadshow features 3½ days of touring at independent garden centers. Visit some of the most outstanding independent garden centers and retailers in New York City.

**16-19: Super Floral Show****Charlotte, N.C.****(312) 332-4650****www.superfloralshow.com**

The 16th annual Super Floral Show showcases a display of live floral, foliage

and tropicals, hard goods, accessories and services in the United States and Canada. It offers the opportunity to find new vendors and compare products and prices. This year the show has expanded its focus on market trends and merchandising strategies with a new Pre-Show Education Program.

**23-26: Southeast Greenhouse Conference****Greenville, S.C.****(877) 972-2775****www.sgcta.org**

The Southeast Greenhouse Conference and Trade Show focuses on the latest methods and management techniques in retail and wholesale production and sales of floriculture products and services.

**27-30: GCA Summer Tour****Williamsburg, Va.****(888) 648-6463****www.gardencentersofamerica.org**

The GCA Summer Tour is where progressive garden centers can learn about merchandising, displays, new product mixes, new product introduction, and overall product building strategies for the garden center.

**JULY****10-14: OFA 2004 Short Course and****Trade Show****Columbus, Ohio****(614) 487-1117****www.ofa.org**

The OFA Short Course is the floriculture industry's leading educational and trade show event, featuring all sectors of the industry with a large number of attendees from around the world.

**13-18: ANLA Convention and****Learning Retreat****Big Island, Hawaii****(202) 789-2900****www.anla.org**

Join industry leaders in the green industry at the "Progress In Paradise" Convention held at the Fairmont Orchid, Hawaii on the Big Island's Kohala Coast. Program information will be available in early 2004.

**AUGUST****12-14: SNA: World's Showcase of****Horticulture****Atlanta, Ga.****(770) 953-3311****www.sna.org**

SNA 2004 The World's Showcase of Horticulture offers a wide selection of horticultural products covering more than 10 acres in addition to education, peer interaction and a variety of social events.

**20-22: Nursery/Landscape Expo****Houston, Texas****(202) 789-5980****www.txnla.org**

The Nursery/Landscape Expo is produced and managed by the Texas Nursery & Landscape Association for over 40 years. It includes seminars, educational opportunities as well as 1,500 exhibits providing a "One Stop Market" with exhibitors split evenly between green and hard goods.

**26-28: Farwest Show****Portland, Ore.****(800) 342-6401****www.farwestshow.com**

The Farwest Show is held at the Oregon Convention Center in Portland and attracts about 14,000 attendees from the United States and abroad. The show features more than 375 wholesale nursery exhibitors and about 640 total exhibitors encompassing 870 booth spaces. Also, 50 hours of seminars are sponsored by *Lawn & Garden Retailer*. ▶



## SEPTEMBER

**18-22: Casual Furniture Show**  
Chicago, Ill.  
(312) 527-7581  
[www.merchandisemart.com](http://www.merchandisemart.com)

The International Casual Furniture & Accessories Market showcases innovative product introductions from leading manufacturers from around the world. More than 350 permanent and temporary exhibitors offer a complete selection of casual indoor and outdoor furniture, garden accessories and more.

**19-21: GLEE International Garden and Leisure Exhibition**  
Birmingham, England  
(609) 921-0222  
[www.gleebirmingham.com](http://www.gleebirmingham.com)

Glee is an international annual buying event dedicated to the garden and leisure industry. It fills 10

halls of the NEC, Birmingham, United Kingdom with 11 show sectors — Landscaping, Nursery, Garden Care, Home & Gift, Machinery, Petindex, Avant-Gardening, LOFA Outdoor Living, Outdoor Living, Water Gardening and Retail Services. The exhibit brings together more than 1,500 exhibitors from around the world.

**22-23: Western Nursery and Garden Expo**  
Las Vegas, Nev.  
(800) 748-6214  
[www.westernexpo.com](http://www.westernexpo.com)

The Western Expo brings together plant material, hard goods, equipment, technology and giftware. Each year, the show provides many opportunities, such as the golf event, fashion show, educational seminars and the new products area.

**29-Oct. 2: SAF Annual Convention**  
Maui, Hawaii  
(703) 836-8700  
[www.safnow.org](http://www.safnow.org)

The SAF Annual Convention, held each year at a world-class resort lets you join hundreds of the most progressive retailers, wholesalers, growers and suppliers for profit-boosting educational seminars, a technology fair that focuses on your business needs and industry-wide networking.

## OCTOBER

**3-8: International Garden Center Congress/Tour**  
New Zealand  
(202) 789-2900  
[www.igca2004.com](http://www.igca2004.com)

The Kiwi Ingenuity Congress begins in Auckland, New

Zealand where this year attendees will visit garden centers of the greater Auckland region and others in Tauranga and Rotorua as part of a day's journey south. The second half of the week is based in the Capital City Wellington where attendees will also travel around the wider region. This approach will reveal how garden centers position and market themselves locally.

**14-20: High Point Market**  
High Point, N.C.  
(336) 888-3700  
[www.ihfc.com](http://www.ihfc.com)

The High Point Market showcases all aspects of the home furnishings industry. Buyers and sellers come together from all 50 states and 110 countries around the world, and manufacturers introduce new products, styles, finishes and concepts.

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## NOVEMBER

**17-20: GCA Holiday Tour**  
Seattle, Wash.  
(888) 648-6463

[www.gardencentersofamerica.org](http://www.gardencentersofamerica.org)

The GCA Holiday Tour gives retailer the opportunity to find the key to unlock the mystery behind the industry's second largest selling season.

## DECEMBER

**2-4: Lawn & Landscape Conference & Trade Show**  
Anaheim, Calif.  
(800) 456-0707

[www.lawntradeshows.com](http://www.lawntradeshows.com)

The 2004 Lawn & Landscape Conference & Trade Show offers sponsors and exhibitors access to green industry professionals on

both coasts. It also features multiple educational seminars.

## JANUARY

**5-7: MANTS**  
Baltimore, Md.  
(410) 296-6959

[www.mants.com](http://www.mants.com)

This three-day event on the East Coast represents the entire spectrum of the industry. It features more than 950 exhibitors, 1,500 booths and 11,000 attendees.

**9-11: Western Nursery and Landscape Association Annual Meeting and Trade Show**  
Overland Park, Kan.  
(816) 233-1481

[www.wnla.org](http://www.wnla.org)

The 2005 Western Annual Meeting and Trade Show has

moved into its new location, 20 minutes south of downtown Kansas City, Kan., at the Overland Park Convention Center.

**14-18: Atlanta International Gift and Home Furnishing Market, Americas Mart**  
Atlanta, Ga.  
(800) 285-6278

[www.americasmart.com](http://www.americasmart.com)

AmericasMart, Atlanta is the largest wholesale marketplace for gifts, home furnishings and apparel. It hosts 17 wholesale markets and six Market Wednesdays that annually attract more than 303,000 attendees from the United States and more than 72 countries.

**14-17: Gift Fair in Atlanta**  
Atlanta, Ga.  
(678) 285-3976

[www.thegiftfairinatlanta.com](http://www.thegiftfairinatlanta.com)

The fifth semi-annual edition of

The Gift Fair in Atlanta presents about 650 exhibitors within more than 100,000 net sq.ft. of exhibit space and attracts approximately 15,000 retail attendees.

**15-16: Birdwatch America**  
College Park, Ga.  
(813) 995-2804

[www.birdwatchamerica.com](http://www.birdwatchamerica.com)

Birdwatch America is a business-to-business trade show that offers a variety of seminars to retailers.

**19-21: GCA National Conference of Independent Garden Centers**  
Fort Lauderdale, Fla.  
(888) 648-6463

[www.gardencentersofamerica.org](http://www.gardencentersofamerica.org)

The National Conference of independent Garden Centers gives the opportunity for CEOs and senior managers of garden centers from across the country to gather and talk about trends and global

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## MANAGEMENT

issues that are facing the independent garden center channel.

### 19-21: Mid-America Horticultural Trade Show

Chicago, Ill.  
(847) 526-2010

www.midam.org

The Mid-Am hosts a large selection of educational programs that can help attendees deal with issues affecting day-to-day business and features landscape award displays. Approximately 600 suppliers attend each year.

### 20-22: Gulf States Horticultural Expo

Mobile, Ala.

(866) 636-4853

www.gshe.org

The Gulf States Horticultural Expo is the premier winter trade show of the South, showcasing 650 booths representing all aspects of the horticulture industry.

### 20-22: Tropical Plant Industry Exhibition (TPIE)

Fort Lauderdale, Fla.

(800) 375-3642

www.fnga.org

With more than 500 exhibiting companies 200,000 sq.ft., TPIE offers wholesale buyers a wide array of resources for foliage, floral and tropical plants in the United States.

### 21-23: WinterGreen Expo and WinterSchool conference

Athens, Ga.

(706) 632-0100

www.ggia.org

The three-day conference offers workshops and seminars designed to bring industry professionals the latest in water management, landscaping, nursery practices and marketing. Showcasing more than 250 booths of Georgia's broadest selection of plants, trees, shrubs, equipment and essential supplies for all aspects of the green industry.

### 24-26: Central Environmental Nursery Trade Show (CENTS)

Columbus, Ohio

(800) 825-5062

www.onla.org

Each year the CENTS show is held the last full week of January at the Greater Columbus Convention Center in Columbus, Ohio, and runs concurrently with the nation-



Photo courtesy of www.nyigf.com

ally acclaimed Ohio State University Short Course.

## FEBRUARY

### 1-3: New England Grows

Boston, Mass.

(508) 653-3009

www.negrows.org

New England Grows is moving to the new Boston Convention and Exposition Center (BCEC), which will increase the current exhibit space by more than 40 percent. The exhibit area will feature an innovative marketplace design. Highlights include 350,000 sq.ft. of exhibit space with more than 1,300 booth spaces; industry specific educational showcases; a central gathering area with bookstore, cafes and sponsor displays; glass enclosed skywalks; a welcoming area and more.

### 3-6 Feb. ANLA Management Clinic

Louisville, Ky.

(202) 789-2900

www.anla.org

ANLA Management Clinic is the premier educational program in the green industry and the source for practical solutions to real-world business challenges. The event features more than 1,000 green industry movers and shakers as well as retail-specific sessions.

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