

## **THE GARDEN CENTER SHOW MOVES TO 2022**

*New dates are Aug. 9-11, 2022, at Milwaukee's Wisconsin Center*

Montclair, NJ: The Garden Center show has announced new dates for 2022. The initial dates for the show, Aug. 10-12, 2021, have been changed to Aug. 9-11, 2022. The show will take place at the Wisconsin Center in Milwaukee, WI. Updates, announcements and the ability to sign up for show insider emails are available at [gardencentershow.com](http://gardencentershow.com).

SmartWork Media is committed to the well being of all independent garden centers and the manufacturers, wholesalers and service providers serving the garden center and nurseries industry. Our ongoing conversations with attendees and exhibitors alike have exposed continued concerns in launching the show in 2021 due to lingering impacts of Covid and fears of the Delta variant. We are grateful for the garden centers and exhibitors that have jumped onboard early; their advice and support is invaluable.

“We all learned strategic lessons during the pandemic. Adjusting course and pivoting quickly to serve our customers more effectively is a skill we honed during the pandemic and will serve our stakeholders well into the future,” says Matthijs Braakman, CEO of SmartWork Media. “With Show Director Rob Bailey, previously of IGC shows, Heath Watson of Garden Centers of America and Jim Reed, show co-director, we have a key management team to guide the show to a successful launch.”

“Many vendors were reluctant to participate in the show this year due to Covid concerns and budgets being set back in 2020 for events in 2021,” Bailey says. “We had numerous vendors tell us they couldn't participate in 2021 but to count them in for 2022. Due to this, we felt it was best to move the show to Aug. 9-11, 2022, so that we can provide our independent garden center attendees and the exhibitors who had signed on with us with the best possible experience.”

Already, brands are jumping aboard for a successful 2022 show.

“Sad to hear the show is being postponed until 2022, but TDI Brands supports this decision,” says Mike Bartley, president of TDI Brands. “We feel it is extremely important to secure a great number of buyers, as well as have a venue full of exhibitors. We will support you any way possible and look forward to August 2022!”

SmartWork Media's portfolio of brands is dedicated to serving independent specialty retailers with practical knowledge-driven business information to support the success and livelihood of business owners. With the Garden Center Show, SmartWork Media extends that dedication to the independent garden centers that have expressed a desire for a trade show and educational opportunity geared precisely to their needs and business-building success.

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**ABOUT SMARTWORK MEDIA:** SmartWork Media is dedicated to the idea that business media should strive to inform, excite and inspire business readers, and that a good business magazine can (and should) have the energy and compulsive readability of a top consumer publication. The company publishes; INSTORE, INVISION, PETS+, VMSD, Signs of the Times, Big Picture, Screen Printing and BXP magazines as well as their respective websites, and events — IRDC, EyeInnovate, Pets+ Thrive!, Garden Center Show — and media services for each industry.