



MID-AMERICA HORTICULTURAL TRADE SHOW

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NEWS RELEASE

FOR IMMEDIATE RELEASE

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MID-AM NAMED ONE OF THE FASTEST 50 GROWING SHOWS

The Mid-America Horticultural Trade Show (Mid-Am) was named as one of the fastest-growing shows in 2005 by *Tradeshow Week*, the global exhibition industry news magazine published by Reed Business Information. The award, the Tradeshow Week Fastest 50, is the list of the fifty fastest growing shows in the United States and Canada. The Mid-Am Trade Show will be honored along with 49 other top shows at the Third Annual Tradeshow Week (TSW) *Fastest 50* Event in Las Vegas, October 28 through 30, 2005.

Mid-Am won the *Fastest 50* award for the 2004 show, which was the first year the show was held at Lakeside Center at McCormick Place Convention Center in Chicago. The TSW *Fastest 50* shows are selected based on 50 percent total net square footage growth and 50 percent of net growth between 2002 and 2004.

"Mid-Am is very excited about making the *Fastest 50* list," commented Rand Baldwin, CAE, Managing Director for Mid-Am. "This award is a testament to our loyal exhibitors, many of whom expanded their presence at Mid-Am when we moved to a larger facility. We'd especially like to thank the thousands of buyers who attend Mid-Am every year. Their support has made Mid-Am a true success story."

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The Mid-Am Trade Show has been steadily growing for 33 years, attracting thousands of growers, landscape service providers, retailers, and suppliers to Chicago each January. Since its beginnings at the Arlington Park Convention and Exposition Center in January 1973, Mid-Am has outgrown a number of homes, moving from Arlington Park to the O'Hare Exposition Center in 1977, to the Hyatt Regency Chicago in 1981, and to Navy Pier in 1996. Mid-Am outgrew Navy Pier and moved to Chicago's Lakeside Center at McCormick Place in 2004, enabling the show to grow by more than 65 percent.

Mid-Am will feature a new look for the 2006 show scheduled to take place January 18 through 20 at Chicago's McCormick Place. The show's theme "Breaking New Ground" will be evident throughout the show that will include scenic garden lounges highlighting the latest plant and garden ideas on display, daily product demonstrations, and more. For more information, visit Mid-Am's website at www.midam.org.

Mid-Am, America's premier horticultural trade show, is sponsored by Illinois Nurserymen's Association, the Illinois Landscape Contractors Association, and the Wisconsin Green Industry Federation, and is endorsed by the Indiana Nursery and Landscape Association, the Iowa Nursery & Landscape Association, the Michigan Nursery & Landscape Association, the Minnesota Nursery & Landscape Association, and the Nebraska Nursery & Landscape Association. For more information, contact Mid-Am at 1000 N. Rand Road, Suite 214, Wauconda, Illinois 60084 USA. Phone: 847/526-2010; fax: 847/526-3993; mail@midam.org; www.midam.org.

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