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MID-AM/81 EXPECTS RECORD NUMBER OF EXHIBITORS

With more than 55 percent of available exhibit space sold for the 1981 Mid-America Horticultural Trade Show, Mid-Am staff is expecting a record number of exhibitors for that show.

Mid-Am/81 is slated for January 16-18 at a new location, The Hyatt Regency Chicago. The show's rapid expansion in recent years prompted the move to the Hyatt, which has recently been expanded and is now Chicago's newest and largest luxury convention hotel. The hotel's outstanding facilities and convenient location make it an attractive site for the show, as is indicated by the brisk sales of booth space. Mid-Am staff anticipates that the '81 show will surpass Mid-Am/80's record when 246 companies exhibited in 386 booths.

Buyer interest in the show is also extremely high, and early indications are that Mid-Am/81 will exceed the total attendance mark of 5,744 set during Mid-Am/80 at the O'Hare Exposition Center in Rosemont.

Mid-Am attracts the nation's leading suppliers of horticultural goods and services. Among the items which will be exhibited at Mid-Am/81 are plant materials, stock, all types of machinery and equipment, soil conditioners, chemicals, lawn and garden accessories, watering systems, ornamentals, tools, communications systems and much more.

The Mid-Am audience will be composed of nurserymen, landscape contractors, garden center operators, landscape architects, mass merchandisers, florists and others representing every segment of the horticultural industry. Illustrating that this is an audience of quality buyers are statistics from Mid-Am/80 which show that more than 60 percent of those attending were owner/operators, marketing executives or other corporate officers with major buying responsibilities.

For more information about the show contact Mid-Am, 4300-L Lincoln Avenue, Rolling Meadows, IL 60008; phone 312/359-8160.

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