

GROWERTALKS

GT in Brief

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Killing Two Meetings with One Event

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All-America Selections, Perennial Plant Association and National Garden Bureau are collaborating to host the 2019 National Perennial Plant Symposium in Chicago next July. And with the city motto, “Urbs in Horto” (“city in a garden”), what better place could the three organizations pick?

The official event name is “National Perennial Plant Symposium in collaboration with All-America Selections and National Garden Bureau.” Really, it’s the convenience of two industry events being held at the same time and place, so those who are interested in both can attend both. And they can triple-down on their marketing, too.

The meeting will take place the week of July 29, 2019, with the Crowne Plaza hotel in Rosemont (conveniently located near O’Hare airport) serving as the host hotel.

Seeing how greater Chicagoland constitutes some 275 cities, towns and villages, attendees won’t just see the big city; the event will include private garden tours, trial gardens, public gardens, unique Midwest destinations, plenty of educational sessions and a trade show for new products and networking.

2019 will also be the year in which the first winners from the AAS Herbaceous Perennial Trial, which was launched in 2015 in partnership with PPA, will be announced during the Symposium.

The event is open to anyone (growers, breeders, retailers, brokers, industry reps, educators, media, garden communicators, etc.) interested in perennials and/or the AAS Trials.

You’ve got plenty of time to get it on your calendar, as registration doesn’t begin until April 1. But if you’ve got questions before then, contact Diane Blazek of AAS/NGB at blazekdiane@gmail.com or Kyle Lambert of PPA at kyle_l@thegrowingplace.com. **GT**