

*AMERICA'S PREMIER
RESORT & SOUVENIR GIFT SHOW
IN THE SMOKY MOUNTAINS*

POST SHOW REPORT 2021



NEXT EXPO DATES:

SEVIERVILLE, TN
NOVEMBER 8-10, 2022

PIGEON FORGE, TN
NOVEMBER 9-12, 2022

2021 POST EXPO EXHIBITION STATISTICS

Expo Established: 1999

Expo Dates: November 9-13, 2021

Venues: Sevierville Convention Center
and LeConte Center at Pigeon Forge, TN

Number of Exhibitors: 400+

Number of Participants: 4,000+

TOP 3 REASONS BUYERS ATTEND IGES

- Source new suppliers
- See new products and innovations
- Keep up-to-date with market trends

TOP 10 PRODUCT CATEGORIES



Gifts
(General)



Souvenirs
& Novelties



Apparel
(General)



General
Merchandise



Apparel (Imprinted
Software/T-shirts)



Jewelry



Toys, Games
& Puzzles



Made in the
USA



Fashion
Accessories



Gourmet, Confections,
Specialty Foods

SAMPLE LIST OF 2021 NOTABLE BUYERS

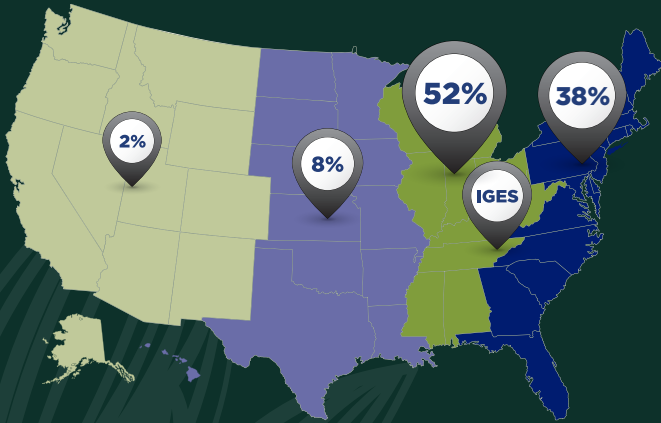
African Safari Wildlife Park
Akron Zoo Gift Shop
Apple Valley Country Stores
Aramark
Bald Head Island Conservancy
Bargain Hunt
Beef Jerky Experience On The Island
Ben E. Clement Mineral Museum
Binder Park Zoo
Blakes Pharmacy
Boston International Airport
Branches Of Niagara Campground
Cameron Park Zoo
Campbell Point Marina
Cape Leisure Corporation
Caribbean Gifts & Things
Carousel Gifts
Carowinds
Cedar Fair Entertainment Company
Cherokee Trading Post
Clark's Trading Post
Columbus Zoo & Aquarium
Como Park Zoo & Conservatory
Cracker Barrel Old Country Store
Crocket Mountain
Cumberland Caverns
Dakota Zoo
David Crockett Birthplace State Park
Diamond Caverns, LLC
Dinosaur Park

Dollywood
Dune Mountain
Eagles Beachwear
Eastern National
Edisto Island Serpentarium
Faber, Coe & Gregg
Gabes
Georgia State Parks & Historic Sites
Great Lakes Shipwreck Museum
Great Smoky Mountains Assn
Hawaiian Falls
Hemker Park & Zoo
Herschend Family Entertainment
Hi-Way Distributing
Hilton Head Toys
Holiday World & Splashin' Safari
Hollywood Wax Museum
Indiana Caverns
Indiana State Parks And Inns
Kampgrounds Of America (KOA)
Kansas City Zoo
Knoebels Amusement Resort
Knott's Berry Farm
Knoxville Zoological Gardens
Lake Compounce Family Theme Park
Lake Superior Zoo Society
Lazy River At Granville
Leblancs General Store
Legoland
Lincoln Caverns, Inc.

Loves Truck Stop
Magic Springs Theme And Water Park
Marengo Cave
Marine Discovery Center
Martha's Vineyard Family Campground
Massanutten Resort
Medicine's Hall Of Fame And Museum
Meramec Caverns
Miami Seaquarium
Midwest Aquarium
Mill Creek Resort
Mix's Trading Post
Mohican Adventures
Museum Of The Rockies
National & State Park Concession
National Caves Association
NC Zoological Society
Noah's Ark Waterpark
North Pole Resorts
Ortega National Parks
Ozarkland Enterprises, Inc
Parrot Mountain
Paula Deen Retail
Pocono Indian Museum
Raging Waters
Rainbow Shop Inc
Ripley Entertainment
Rodeway-Inn & Suites
Route 66
San Diego Zoo

Santa Barbara Zoo
Schlitterbahn Waterpark
Seneca Caverns
Silver Dollar City
Silverwood Theme Park
Six Flags
Splish Splash Waterpark
Spokane Creek Resort
Squire Boone Caverns
St Louis Zoo
Stuckey's
Sweet!
Tallent Drug Store
Tennessee Museum Of Aviation
The Acadia Corporation
The Island Shops
The Salvation Army
Theodore Roosevelt Medora Foundation
Three Bears General Store
Travel Resorts Of America
Tweetsie Railroad
Venture River Water Park
Virginia Aquarium
Waldameer Park
Wet N' Wild - Emerald Pointe
White House Gifts
Wild Animal Safari
Yosemite Resorts
Zoie's Toys
Zoo & Aquarium Gift Buyers Association

ATTENDANCE BY REGION



TOP 10 STATES

1. FLORIDA
2. GEORGIA
3. INDIANA
4. KENTUCKY
5. MICHIGAN
6. NORTH CAROLINA
7. OHIO
8. PENNSYLVANIA
9. TENNESSEE
10. VIRGINIA

BUYERS LOVE IGES!



93% are Retail Buyers



83% of attendees have placed orders while onsite at IGES



80% of attendees plan to return next year

DIVERSE BUYERS FROM:



Amusement Parks



Campgrounds



Caves



Convenience Stores



General Merchandise Stores



Gift Boutiques



Hotels & Casinos



Museums



National & State Parks



Outdoor & Recreation



Waterparks



Zoos & Aquariums



IGES IS THE INDUSTRY'S FAVORITE RESORT AND SOUVENIR GIFT SHOW



The largest gathering of wholesale resort and souvenir gift vendors in America.



A highly-rated show in exhibitor and buyer satisfaction, creating a productive and profitable atmosphere.



The largest selection of name-drop apparel, specialty, and customizable items in the country.



Extend your trip to enjoy the Smoky Mountains, family adventures, and great local shows, events and restaurants.



“We own several businesses and we’re here **buying all the things we want for our stores.** We’ve made **several purchases here today** – some food products, gifts, and children’s products. **We really recommend this show for the variety of products.**”

— Rhonda Messer - Kozey's Country Store/Spring River Resort, Hardy, AR | RETAIL BUYER

“The show is growing to be less of a regional show and more of **one of the main gift and souvenir shows** – it’s growing quite a bit. **I 100% recommend the show to new exhibitors.** The first day of the show was a mad rush – we had 5 people writing orders all day. Had we set a sales goal for the show this year we would have far exceeded it. It’s been awesome.”

— AJ Prisco - Matrix Apparel, Spring Lake, NJ | EXHIBITOR

“I’ve gotten around **20 new accounts from the show** so far, and we still have 2 more days left to go!”

— Kristi Trimmer - Alaska Wild & Free, Anchorage, AK | EXHIBITOR

SHOW HIGHLIGHTS



Buyer Dinners: Amusement & Water Parks, Museums, Campgrounds

One of the many perks of attending IGES is our specialized buyer dinners. Buyers enjoyed an evening of dinner, cocktails, and conversation with industry peers from across the nation, compliments of IGES exhibitor sponsors.



TGIF Happy Hour and Beers Around the Campfire on Show Floor

Buyers and exhibitors enjoyed beverages while shopping and networking with their key partners and friends.



Buyer Bucks Reward Program

IGES continued the Buyer Bucks Rewards Program where buyers earned cash back when shopping with participating Sevierville exhibitors. Buyers were paid to shop and participating exhibitors exceeded their expected orders!



IGES Hoedown

Exhibitors and Attendees experienced an unforgettable night of live music, food and beverages, giveaways and entertainment!



Sustainability Shopping Tour

The popular tour (and luncheon!) provided buyers an opportunity to find products that are doing good in the world to stock in their stores.



Made in America / Handmade Pavilion

With the growing demand for American made and handmade products, IGES proudly showcased companies across the United States that specialize in producing unique, handmade and artisan-focused products to attract specialty buyers.



Sponsored Giveaways and Daily Drawings

The first 200 registered buyers to pick-up their badge on opening days received a goodie bag filled with product samples from IGES vendors. Free to participate, this was a great way for vendors to advertise their latest products and draw additional buyers to their booth.



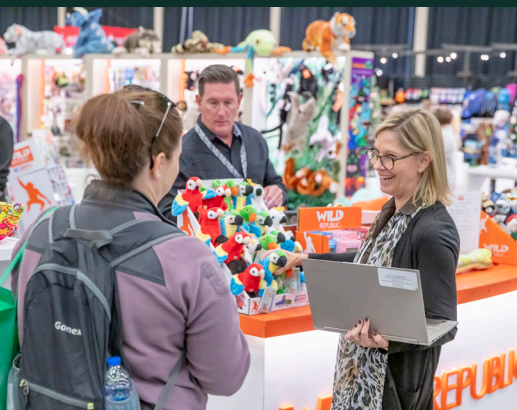
Industry Association Annual Meetings

ZAG (Zoo, Aquarium & Garden Group) and The Caves Association hold their annual member meetings at IGES, connecting over sessions, socials and networking.

EXHIBIT WITH US IN 2022!

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READY TO BOOK YOUR BOOTH?

TO DISCUSS BOOTH OPTIONS AT IGES 2022, CONTACT:

Ashleigh Levy | Business Development Manager

Direct: 914.364.8822

ashleigh.levy@emeraldx.com

We're here to help. Call Us TODAY and discover why IGES is THE SHOW in the Smokies.

Phone: (800) 430-7608

Email: info@iges.us

Online: iges.us