For Immediate Release

Giant Country Store has something for everyone

by Lauren Johnson

LOUISVILLE, KY – November 13, 2014 – The Giant Country Store, which is the commercial vendor hall at the North American International Livestock Exposition, truly has something for everyone. Housed in the North Wing of the Kentucky Exposition Center, the Giant Country Store is open every day of the expo, which runs until November 21st.

This year in the Giant Country Store there are 135 vendors from throughout America, with a 90% return rate of vendors from the previous year. Todd Callaghan, director of Callaghan & Company, said 15 new vendors have been added this year. Callaghan & Company is the one-stop source for all things pertaining to Giant Country Store vendors. They spend their time year-round selling and designing the space in which the store will be housed. During the set-up and actual exposition, Callaghan & Company supervises set-up and all activities within the Giant Country Store. Todd’s mother Jean, in fact, founded the Giant Country Store in collaboration with the North American International during the expo’s inception in 1973. Jean Callaghan was awarded the Newell G. Hicks Vision Award in 2002 for her outstanding contributions to the North American International Livestock Exposition. Although she is now retired, Jean still has a presence at the expo.

You can find just about anything you could want in the 200,000 sq. ft. country store. It is bigger than the largest Wal-Mart. There is a great variety of vendors, who sell items including from livestock show supplies, horse tack and accessories, livestock equipment, clothing, cowboy hats, cowboy boots, and much more. For women and girls, there are many “cowgirl chic” boutiques, offering the latest trends in Western style clothing. It could easily be said that the most popular item at the expo is anything with bling. “If the fairgrounds exploded, the Midwest would be covered in bling,” states Todd Callaghan. Even though most vendors come from this side of the Rockies, there is a vendor from Washington state this year. A few other vendors come from as far away as Colorado and Texas.

The way that Callaghan & Company attracts vendors is mostly by word-of-mouth. In the past, Jean had traveled to other expositions in the attempt to find good quality vendors. Today, most commercial exhibitors find out about the North American International Livestock Exposition from other vendors. Good vendors tell other good vendors about our expo, and then they want to come, says Callaghan.

(end)

Photo Available: IMG_6491
The Giant Country Store has a great variety of items for everyone!