

11-12-07

Greetings,

Well, we are fast approaching the end of the year and I suspect all of you, like me, are trying your best to get those last goods booked and shipped into your stores. Best to all of you as no one will deny it has been a tough season.

Having said that, we are full speed ahead for the fourth installment of WEA, February 23-24-25, 2008. Contracts keep coming in and we are still getting new exhibitors interested and sending in their contracts. We are currently still set on the 7 aisle format, but will add an 8th should it become necessary. A good portion of the hall is already committed as we have been in touch with a lot of our exhibitors.

Our first mailing of post cards just went out, and I hope most of you got one as well. I wanted you to see what your retailers will be looking at. We will send out a second mailing after the first of the year as a reminder. We have plenty of postcards for anyone wishing to use them to send to your customers yourself.

As previously mentioned, we have confirmed that we will have Mary Sawyers here to shine shoes, Yoon Pender for massages, Beaver Brands will be doing hat cleaning and shaping seminars, and Ed Dabney returns to show Gentle Horsemanship. We will have passes to Wild Bill's for Friday and Saturday nights, and our now famous Mexican Buffet on Saturday night.

We still have space available in our show book for advertising, and sponsorships available for all the other specials we have. Take a look at our web page, [www.westernandenglishatlanta.com](http://www.westernandenglishatlanta.com) for opportunities to promote your line. We have added a new item to our web site, Google advertising. Please take the opportunity to support those advertisers by clicking on their links as well.

Don't forget, the deadlines for Early Bird Special is December 31st, and the deadline for getting your ads in the show book is the same. We give later deadlines than any other market in the industry, but it would help if you would go ahead and get 'er done.

Thanks, and WEA see you in February,

Roger