



Western & English Atlanta Update 10-25-2006

"All of the reports we've received back, including the first-hand accounts of my assistant editor Barb Kastens, indicated that Roger Tully's Western & English Atlanta was a strong show and resounding success. Kudos to Roger for poking a market out of an ash heap and turning it to something good. Roger's note to me indicated that 180 booths were sold for this market, representing more than 265 lines. He expects a 25 percent increase for the February version of the market." – Paul Wahl, Tack 'n Togs

The above was sent our by Paul Wahl to his nationwide email list. Speaking of *Tack 'n Togs*, check out banner ad on their web site, www.tackntogs.com. We have purchase space for the next six months to let everyone know about us. We will also be running ads in December and January issues.

We already have over 40 booths sold for the February show. We expect it to be larger, and we expect the number to retailers to increase. Get your contracts in right away. Space IS NOT LIMITED, but everyone wants to be in a certain place.

If you are looking for the retailer lists, you have not been to our web site. It tells you there that we have the list and will let any exhibitor have the same simply by requesting it by phone or email. We were going to have it posted on the web site, but realized it needs to be a secure listing. We are working on that now. The salesmen list is up now, so your retailers have that reference place to find their reps.

At the September show I realized that I should have furnished the carpet and let each vendor decide on their own "equipment". Therefore, going forward, I have included carpet in every booth and will let each of you purchase your own furniture from NATC. A contract is on the web. In addition, if you want to advertise, hang a banner from the railings, or hang a banner above your booth, those are on the web as well.

Deadline for "Early Bird Rate" of \$650 is 12-31-06. It will be apply this show. Deadline for advertising submissions is the same.

Look for a repeat of the popular "extras" we had at our Sept. show. We will again provide complimentary

coffee and donuts in the mornings, and hors de oeuvres after the show. We are still talking about having a free buffet dinner on Saturday night. Are you interested?

The Product Showcase went over well. That space is provided for just \$65 a space. Let me know.

For our next show, we will ask all vendors to go ahead and come in the front door. We will not utilize the side door, but ask all vendors to park on the side.

We got a good response from the giveaways. If you would like to participate in providing a giveaway for the market, let us know.

We had a lot of people take advantage of the free pass to Wild Bill's and 10% off eats. We should be able to do that again. If you have a special place you like in the area, let me know and I will try to secure a promotional price for meals.

The same is true of the accommodations. Everyone spoke very highly of the La Quinta. They are staying with our special \$47 per night rate. Get your reservations in soon.

I will soon have the postcards ready to go out again to the retailers. Again, I should have an ample supply for anyone that wants to send them out themselves, or include them in their billing statements. Just let me know what you need.

Several vendors have requested that we extend the show an additional day. They say that the Hispanic accounts are more likely to work during the week instead of the weekend. We don't have any intention of doing this for the February market, but would like your input.

I do not want to get into a bunch of "rules" for the show. Our last show necessitates a few. We ask that all vendors refrain from having pets on the premises. If you know a retailer who is apt to bring theirs, please ask them not to. The show closes at 4PM on Monday. Please do not begin shutting down your booth earlier. We are a trade show, not a flea market. Occasional selling of your samples or close-outs is not a problem, but please ask your retailers not to take the larger items out until the last hour or so of the market.