



September 10, 2006

News Briefs

As we enter the final two weeks prior to the new WEA market, I wanted to update all as to our progress. We have now entered over 255 lines on the list of those showing at our market. As you may or may not know, that easily makes us the largest Western show in the East. With a minimum needed to have the show of 100 booths, you need to know we are now surpassing 170 booths sold.

There is no doubt our primary success story is built around the efforts of a couple of phone callers, Barbara Mills in particular, and several other manufacturers and salesmen alike who have been getting the word out. I appreciate all of your efforts.

Our show book has gone to press as we speak. I made a slight mistake in not supplying all the salesmen with a venue to provide their contact information. I apologize up front. Many of you supplied your company information and that is what will appear in the book. Where ever you supplied your personal contact data, which was listed under the salesman section. We will be soliciting that information from each salesman as you pick up your badges for our online listings.

Bookings for rooms have been going well. If you have not gotten your room reservation, make it now.

Some of our sponsorships - In case you did not know, Wrangler will be sponsoring the coffee and donuts each morning of the show. This will be available beginning about 8:00AM each morning in the front of the building. Remember, the hall will not open for retailers until 9:00AM. Sedona West/Jack Daniels will be co-hosting the Saturday night reception. Finger foods will be served and there will be a cash bar. Ariat and Jack Daniels are supplying the lanyards for name badges. The show book advertising has been a complete success. Enough advertisers came forward to cover the cost. There is still sponsorship available for the receptions if you are interested. Let me know.

Show hours, as always
Setup - Friday - 9:00AM - 7:00PM
Saturday - 9:00AM - 6:00PM
Sunday - 9:00AM - 6:00PM
Monday - 9:00AM - 4:00PM

Cash & Carry Sales

This remains a ticklish situation. Remember, the State of Georgia frowns on selling goods out of your booth for personal use when they don't collect the tax revenue. If an exhibitor is selling to a retailer, or if a retailer is buying from an exhibitor, please refrain from removing your items until the last hour of that show day. Also, for the safety of all, please get a receipt from the exhibitor. If you don't, our security has no way of knowing if your items are being removed legitimately.

Many have asked how the retailers "pre-registration" is going. First, let me tell you I have no real idea what the figure tells us. I have done a little research to determine that seldom did we have more than 25 - 30 that ever pre-registered and 350 stores showed up. We are currently at 70 stores pre-registered.

Giveaways

I have not mentioned this widely, but if you want to be a part of giving product away, please let me know as soon as possible. One boot manufacturer has already signed up for three pairs of boots. A couple of shirt companies are on board. A purse line is giving a couple of pieces away. Let me know what you have and what you want to give.

There will be 24 hour security at this market. It will be provided by either a Gwinnett County Policeman or Sheriff.

Exhibitors should enter on show days through the side entrance. Retailers will enter through the front doors.

Warren Adams will conduct Cowboy Chapel on Sunday, just behind the Lounge area. It will begin about 8:00AM.

Each retailer and exhibitor will be provided with a questionnaire upon arrival. We value greatly your input to this market and will strive to make each show better than the last. Please feel out the questionnaire and offer any critique you have of our market.

Please make plans now to attend the February, 2007 show. It will be the last weekend in February. WEA...gonna be back at NATC in February!!
February 24, 25, 26, 2007