

# Tully Markets, LLC

dba Western & English Atlanta

## News Brief

First and foremost, the Atlanta show IS GOING TO HAPPEN!!!!

I wanted everyone that has submitted a contract for this show to be informed as soon as possible that we have reached and surpassed the goal of 100 booths sold.

*As of today, July 25, we have close to 150 booths sold and more to come.*

Although we have not officially notified the retail industry, we are already receiving buyer pre-registration forms. That means some of you are already passing the word and passing out forms. Great job!!

*Again, to keep you informed, our postcards went to the printer this week, will be ready next week, and we will begin mailing them immediately. Several manufacturers have provided their mailing lists or the actual labels.*

5,000 cards are being printed. If anyone wants to send out their own mailing, just let me know, and I will supply the cards. Several companies have agreed to stuff the cards in their billings.

*WEA continues to get great press. If you haven't seen the latest Tack 'n Togs web site, [www.tackntogs.com](http://www.tackntogs.com), check it out. We are the leading news story on their home page. In addition, they have listed us on their "markets" page.*

If you did not provide your email address, please let me know so I can communicate with everyone via the Internet.

*Let me know if you need RV space.*

SWEEA credit card charges update - Many

*of you that charged your booths with SWEEA should know that several vendors are close to getting their money refunded from their credit card companies. Please, contest the charge with your credit card company so you can then pay WEA for your booth. Remember that for this time ONLY, charges will be going through Country Mills, Inc.*

Rental equipment and Show Book advertising - The forms for these two items were not readily available as we began this process. I am therefore attaching each in this fax mailing. Please let us know your needs for rental equipment if you have not already done so. And please consider advertising in the WEA Show Book. Also, for anyone interested in the Product Showcase, the cost is \$65 per four-foot space.

*I am constantly trying to make this inaugural show a great beginning. I'm open to any ideas, so please share. Current special offerings include:*

Coffee and doughnuts each morning  
Reception with finger foods & cash bar  
Saturday & Sunday nights  
Price off savings at local eateries  
Special WEA rates at local motels

*I am in the process of setting the floor plan. I will attempt to place you near the vendors you requested. If you have not made your requests clear, let me know ASAP.*

Finally, talk to your friends. Despite all our efforts, we find someone everyday that does not know about WEA.