

Stanley KOP Bets On Atlantic City

In one of the most anticipated announcements in the equine trade industry in years, organizers of the Stanley Expositions & Conferences' KOP Market announced that the tradeshow

would be moving to the Atlantic City Convention Center in Atlantic City, N.J.

Spring dates are Feb. 11-13, 2006, just days before the beginning of the

British Equestrian Trade Association Trade Fair in the United Kingdom. The Canadian Equestrian Equipment & Apparel Association Market in Toronto is also scheduled for that weekend.

The KOP Market has been held at the Fort Washington, Pa., Expo Center for the past five years, after moving from a hotel convention center location in King of Prussia, Pa.

In a statement to exhibitors, market executives said the move "is vital for the overall improvement of the market for both exhibitors and our retail guests."

Kent Hopper, president and CEO of Stanley, and Morey Stein, chairman of the board, both acknowledged that there would be a lot of questions about the move, especially the possible increase in costs to exhibitors.

"Resulting from our negotiations with the Atlantic City Convention Center, we will not have an increase of booth prices for the next show," was the answer to that particular question, according to the statement issued to exhibitors.

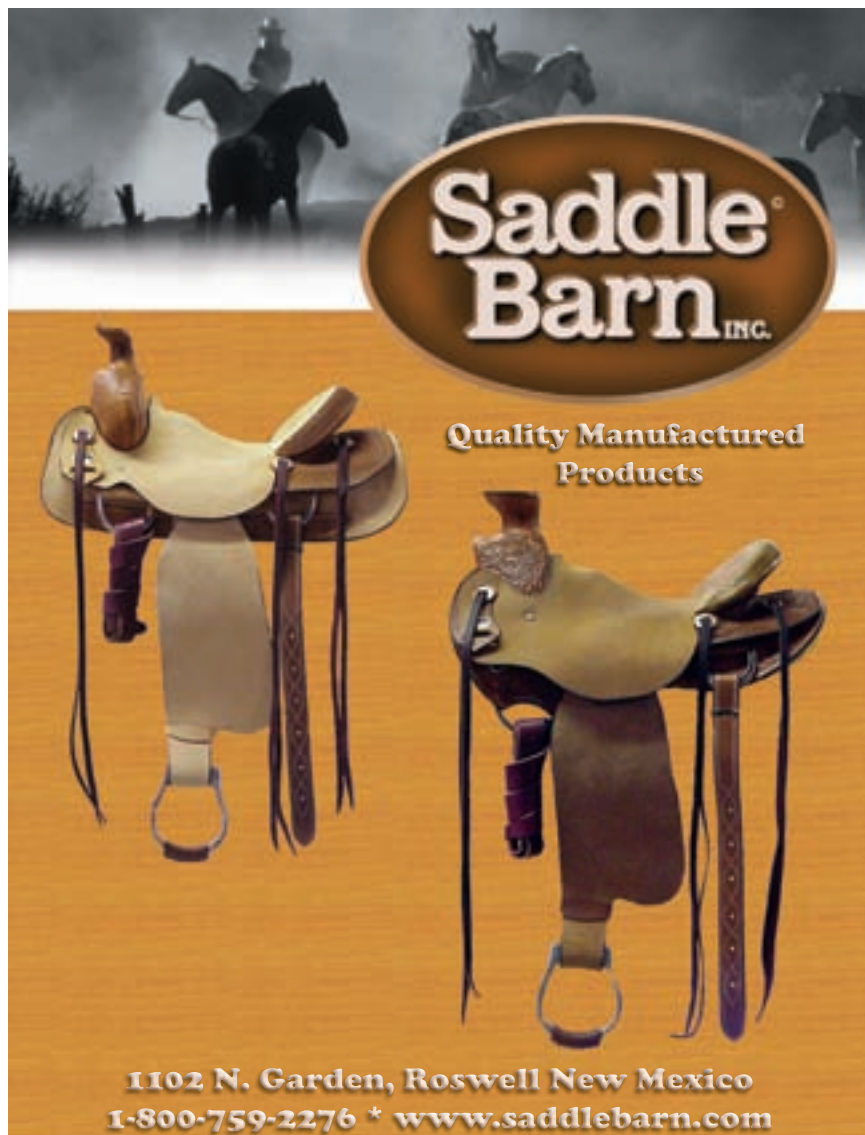
A block of rooms will be available at the Sheraton adjacent to the convention center, and the host property will be the Tropicana Hotel. Several additional blocks of rooms are planned.

Stanley has also taken steps to minimize the impact of conducting a market in a union-controlled setting, providing a pool of workers to assist vendors with move-in and move-out at no cost.

Nearly 850 spaces are shown on a map provided for potential vendors to select locations at the new venue.

The contract deadline for the February 2006 market is Oct. 7, 2005.

Call (888)898-7469 or log on to www.stanleyexpo.com for more information.



Saddle Barn[®] INC.

Quality Manufactured Products

1102 N. Garden, Roswell New Mexico
1-800-759-2276 * www.saddlebarn.com

