

# Rival Market Emerges

For the second time in recent memory, exhibitors and retailers will have two markets on the East Coast to choose from this coming winter.

Shortly after Stanley Expositions & Conferences Inc. announced its

plans to relocate from the Fort Washington Expo Center in Pennsylvania to the Atlantic City Convention Center, a group of investors from Texas announced that it would conduct an alternative market at the old location.

The Stanley KOP Market at Atlantic City will be held Feb. 11-13, and the King of Prussia International Equestrian market at Fort Washington will be held Jan. 28-30.

Both companies have been busily shoring up support for their markets over the past weeks.

Stanley representatives claim they have mitigated all of the perceived negatives that have been raised about the Atlantic City location, including additional costs for labor due to unionization, exhibitor parking, lodging costs and others.

"It is indeed unfortunate that a group of individuals among us has seen fit to proceed with a competing event," said Stanley Expositions representative Kent Hopper in a letter to many past exhibitors. "It is even more unfortunate that these individuals have created this split market situation while basing their actions and decisions on innuendo and false information."

For its part, the new market sponsor, based in Princeton, Texas, says it is simply preserving a tradition it believes many vendors and retailers found enjoyable.

"We will do everything possible to make the event professional, enjoyable and financially successful for you and your customers," stated a letter to potential exhibitors, with sales representatives Jason Pollack's and Lee Keene's names appearing at the bottom.

Vendors appear to be taking a wait-and-see attitude regarding which market they will attend or whether they will try to cover both shows. The unknown element is which show the retailers will choose to attend, if not both.

Deadline for space reservation for both markets is early October.



## At our age, you might think we'd stopped **Growing.**

Even though we're approaching our 60th year in business, the number of retail outlets where our loyal fans can find the Formula 707 line of therapeutic nutritional supplements for horses is still on the rise. If you're new to Formula 707, let us tell you how small minimum orders and free shipping can make it easy for you to start offering quality Formula 707 products to your customers. If you're already a Formula 707 retailer, ask about special incentives that can help make Formula 707 more profitable than ever. Call **800-525-8601** now for details.

Since 1946

# FORMULA 707

Manufactured in the USA  
by John Ewing Company  
**800-525-8601**  
[www.Formula707.com](http://www.Formula707.com)

