

# Upstart Market Folds

Organizers of a plan to hold a competing tradeshow to the Stanley KOP Market in Atlantic City in January announced they had cancelled their plans.

Alex Heppner, spokesman for the group, confirmed to *Tack 'n Togs* shortly after the deadline for vendors to sign up that the market would not be held as planned.

In a message sent by E-mail to a number of exhibitors, the organizers said they would continue to work toward an August 2006 show.

The statement also indicated that the new company was pursuing a partnership with a professional tradeshow management company, which would assist with the facilitation of the show.

That company is believed to Urban Expositions of Marietta, Ga., which

already produces a trade show at the Expo Center, the Philadelphia Gift Show.

Urban Expositions has sent a trade show survey to a number of regular vendors at the KOP Market, asking them to share their views on the topic.

"With our knowledge of the industry and their tradeshow management team, along with more time to prepare, we feel we can provide you with a first-class show," the message continued.

The challenge to the Stanley KOP Market came shortly after the move to Atlantic City's convention center was announced. The King of Prussia International Equestrian Market was to have been held at the Ft. Washington Expo Center, former home of the Stanley event.

Shortly after the competition mar-

ket was cancelled, Stanley Expositions and Conferences, based in El Paso, Texas, issued a statement saying the company was pleased with the development.

"It was unfortunate that these individuals created the possibility of a split market situation," said spokesman Kent Hopper. "It was confusing to not only exhibitors, but it was also unfair to and inconsiderate of our guests and your buyers."

The statement from the King of Prussia International Equestrian Market organizers also expressed concern about unity within the industry.

"It has become apparent over the last few days that there would be two shows if we go forward, and both would suffer dramatically due to a lack of dealer attendance and a split of vendors ... neither show would succeed in the end. We do not wish to cause any harm to the industry of which we are part."

Support for the two markets quite nearly split the industry in half. An online survey on the *Tack 'n Togs* Web site, [www.tackntogs.com](http://www.tackntogs.com), revealed 48 percent of respondents choosing the Stanley Market in Atlantic City and 48 percent choosing the competitor. About four percent said they had no strong feelings either way.

Among the concerns expressed by those who favored the new market were anticipated higher expenses to exhibit in Atlantic City, traffic congestion and the lack of a major airport to fly into.

Supporters of the Stanley Market said that the Ft. Washington Expo Center had been criticized for years as being too expensive and inconvenient. They maintained that Atlantic City would allow for growth of the market and touted the management experience of the Stanley staff.

The Stanley KOP Market in Atlantic City will run Feb. 11-13. ☐

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