



Stanley Unveils in Atlantic City

After six months of intense planning and preparation, Stanley Expositions and Conferences Inc. is ready to debut its International Western/English Market at the Atlantic City Convention Center Feb. 11-13. More than a thousand vendor booths are expected.

Many of the traditions of the former Stanley KOP Market will be part of the new setting, along with a number of new experiences.

A welcome reception will be held Friday at 6 p.m. at the Convention Center and the market wine and cheese party will be held at 5:30 p.m. Saturday on the show floor.

Tom Shay of Profits + Seminars will speak on topics of interest to retailers following a free lunch buffet both Saturday and Sunday. On Saturday morning, he will present a breakfast session on trade show exhibits for vendors.

Shuttle services to participating hotels will once again be provided, along with buyer's lounges on the show floor.

One of the "firsts" for the market will be at lunchtime each day, when two cafeteria-style serving lines will be available for all badged retailers on the show floor. On Sunday night, a gala market party will be held, featuring a 6:30 p.m. buffet dinner at the host hotel, The Tropicana Casino and Resort. Live entertainment will also be provided.

"We want the first Stanley Atlantic City Market to be one of the most successful trade shows you've ever attended," said Stanley spokesman Kent Hopper.

For complete details on the market, visit www.stanleyatlanticcity.com or call (888)898-7469.

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