

were discounts on lodging, convenience of nearest airport, giveaways of prize drawings for retailers at shows, recreational opportunities and variety of dining options. Retailers were splintered in 45 different camps when asked where they would like to see the shows held.

The next major issue AETA dealt with was whether the organization should create its own trade shows or throw its support behind an existing show, hoping

that other organizers would eventually drop out. Preliminary information on research done at the Philadelphia Convention Center was presented. The thinking was that for most traveling to the Stanley Market, the last leg causes problems and anxiety among retailers and vendors.

In the ensuing discussion, it became clear that those gathered had little stomach

for yet another trade show and encouraged AETA to throw its support permanently behind the Stanley Atlantic City Market. Nearly an hour was spent taking input from those attending the meeting.

AETA would like to have something in place in time for the winter market season, either its own trade show or a support agreement with one of the existing shows. *continued >*

## Hopper Expos Debut at Indy

The new Hopper Expositions LLC kicked off Aug. 19 with the Indianapolis Western & English Market at the Indiana Convention Center in downtown Indy. Approximately 70 exhibitors were on hand at the market.

"When this market was previously held in Indianapolis, everyone attending was surprised by how convenient it was to go to the market, explore and get around this Midwest city," said expo founder Kent Hopper. "We are going back home to recapture the feel good times."

In striving to meet the needs of its retail guests, the market offered several perks for attendees, including an informative seminar presented Sunday morning by retail guru Tom Shay. "How To Do What The Best Retailers Do" aimed at enlightening registered buyers about the tricks of the trade used by the most successful stores.

A complimentary continental breakfast and buffet lunch were served each day of the event. The market party was held Sunday evening in Union Station Hall at the host hotel, the Crown Plaza. It featured a buffet dinner and live entertainment with dancing.

Hopper Expositions continues its foray into the world of markets with Hopper Baltimore, to be held Aug. 26-28 at the Baltimore Convention Center. For information on this or other Hopper events, call (800)952-6573.



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