

# AETA Expo Will Be Unique Event

When retailers arrive for the American Equestrian Trade Association's (AETA) Expo at the Greater Richmond Convention Center Jan. 26-28, they'll be taking part in a unique presentation.

Part trade show, part college education and part entertainment center, the expo will feature a host of items no trade show in the equine industry has had previously.

Imagine a trade show with a 2,000 square-foot "Perfect Store" in the middle, providing a hands-on display to show retailers innovative store merchandising models.

The idea was suggested to AETA planners, according to Jim Herbert of GlobalStrat LLC, who is coordinating the Expo for the organization.

"The initial job is to provide a qualitative exhibition for the industry," said Herbert, who has background in producing trade shows similar to the Expo. "This will not only fill a void for the broader retail merchandising community, it will also generate a return on investment to exhibitors that has been missing, while generating a sustainable revenue source for AETA to give it a financial toehold."

Herbert's experience includes organizing everything from White House events to starting associations in the telecommunications industry to involvement in the world's third largest trade show in China.

Also included so far in AETA's plans for the Expo are:

- College-level business management presentations by Virginia Commonwealth University professors and representatives of the Texas A&M University Center for Equestrian Business Studies.
- Programs to recognize manufacturer innovation and retailer excellence.
- International and Awards Night.
- Fashion Gala.

In addition to planning for its Expo, AETA has over the past few weeks named an advisory board and has begun making regular updates to its Web site, which can be view at [www.aetaonline.com](http://www.aetaonline.com).



## Stanley Expositions Moving

The Atlantic City Convention Center will not be the home of the Stanley Expositions and Conferences trade show by August 2007, according to Morey Stein, owner of the company. Stein announced in late October that the market would move to the New Jersey Convention and Exposition Center in Edison, N.J. The Stanley Fall market will be held Aug. 19-21, 2007. The following Spring 2008 show will be scheduled the last week of January schedule.

Stein said the announcement was prompted by people who "voiced out to me that Atlantic City is not a preferable site" for a trade show." The Stanley organization moved the former KOP Market to Atlantic City in February.

## Reno Changing Its Bet?

The West Coast Western Wear and Equipment Association, which holds two markets annually in Reno, may be eyeing a bigger and better venue, but not far from the gaming scene.

In mid-October, the association distributed a survey asking respondents to provide details about their trade show experiences. The final question was this: "If the Market were to move to Las Vegas to take advantage of the new South Coast Hotel Casino and Equestrian Complex and Arena, which would attract additional Western and English exhibitors, would you continue to attend the February and/or September Markets?"

The venue is part of the recently completed South Coast development on the city's southern edge. It contains a 4,400 seat arena, 80,000 square-foot exhibit hall, meeting and banquet spaces.

*Industry In Focus continued on next page*