

Trade Shows Promise Learning, Fun

Stanley Unveils Seminars

The Stanley International Western/English Market will say farewell to its Atlantic City location in February. According to organizers, the market is go-

ing out with a bang.

For the first time, the market will be held Feb. 11-13—Sunday, Monday and Tuesday—to accommodate retailers who must be in their stores during the

weekend, particularly Saturday.

A series of professional learning sessions for retailers and exhibitors will be added to the lineup of events. Topics will cover issues ranging from effective advertising to in-store merchandising and retail strategies. Other topics include converting store traffic to sales, using visual merchandising and better traffic patterns to overcome dead areas in your store.

The 20-minute presentations will be held on the show floor.

Speakers include Scott Goodwin and Robert Atnip of Indigo 3D, a company specializing in retail strategies and displays, Geronimo Garcia and Kyle Kroesser of Geronimo Design, Inc., a full-service creative, marketing and advertising agency and DJ Heckes and Stephanie Flannagan of Exhib-it!, a firm that specializes in trade show marketing and planning for exhibitors.

The speakers will be available throughout the trade show to answer questions or discuss ideas.

The highlight of the market at the cocktail reception on Sunday evening will be a drawing for \$3,000 toward a vacation of choice and another drawing for two roundtrip tickets anywhere in the United States.

In August, the market will move to the New Jersey Convention and Exposition Center in Edison, N.J.



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Stanley Expositions will move its fall market to the New Jersey Convention and Exposition Center in August.