

Estepp Joins Hopper Expos

Ginger Estepp became part of the Hopper Expositions management team on April 1. She had served the previous 15 years as marketing director and product/warehouse manager for Jared Lee Studios. Lee recently closed his manufacturing division to concentrate on the creative and illustration aspects of his business.

With Hopper Expositions, Estepp will establish a Middletown, Ohio, office for the East Coast trade shows. She will work every Hopper Market and assist in related marketing, promotions, production and scheduling while making frequent stops in Hopper's El Paso, Texas, headquarters.



Ginger Estepp

"Ginger is a wonderful match for Hopper Expositions," said Kent Hopper, owner of the company. "She approaches this industry from the specific perspectives of both exhibitors and buyers, working extensively with them in each capacity herself for 15 years. She understands their unique requirements, expectations and viewpoints."

Hopper's fall markets are Aug. 25-27 in Baltimore and Sept. 15-17 in Indianapolis.

Stanley Opts Out

Morey Stein, owner of Stanley Expositions and Conferences Inc., announced that his company will not produce a trade show this fall. According to a statement released on the company's Web site, "Stanley has made a difficult decision in postponing our tradeshow for the remaining 2007 season."

No mention was made of future market dates.

The statement also said that the move was made "in respect to the equestrian industry and the AETA Expo."

Stanley was formed by Stan Stein in 1989 and for years had operated the Stanley KOP Market, which began in King of Prussia, Pa. Two years ago, the market was moved to Atlantic City and plans had been announced to move to Edison, N.J., prior to the decision to scrap the fall edition of the market.

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