

Fall Trade Show Plans Well Underway

The Perfect Store Pavilion Concept, which debuted at the American Equestrian Tack and Apparel Expo in January in Richmond, Va., will be back in a new form for the fall version of the expo.

That's just one of a number of updates announced by event organizers in the past few weeks.

According to Jim Herbert, Expo organizer, instead of a model that shows

hanging inventory, an entire pavilion of exhibitors, presenting structures, forms, fixtures, services and solutions that retailers can adopt in their stores, will be produced.

Vendors will sell such items as merchandising support systems, security and safety systems, signage and storage solutions, among others.

As of late April, Herbert reported 210

exhibitors with a total of 720 booths had been signed for the Aug. 17-19 event.

The fall version of the Denver International Western/English Apparel and Equipment Market will open Sept. 6 with the annual WESA Open Golf Tournament fundraiser. Saturday morning, market attendees will be treated to a champagne breakfast and informal modeling session. Sunday night, a Casino Party and Texas Hold 'em Tournament is planned. More than 450 exhibitors and 1,600 buyers from 800 stores are expected to be on hand.

West Coast Western & English Market (formerly the Reno Market) has unveiled a new Web site to promote its relocation to the South Coast Hotel Casino and Equestrian Center in Las Vegas beginning Sept. 20. This fall's schedule includes an all-market breakfast program on Friday, Sept. 21, along with several other social events.

Hopper Expositions has also begun revamping its Web presence in anticipation of its fall markets, Aug. 25-27 in Baltimore and Sept. 15-17 in Indianapolis.

The fall Western & English Atlanta (WEA) Trade Show, sponsored by Tully Markets, will tee off—literally—a day earlier in September to accommodate the relaunch of the WEA golf tournament, a long-time Atlanta trade show tradition. The tournament, sponsored by Tack 'n Togs Magazine, was put on hold prior to Roger Tully's announcement that he would relaunch the Atlanta Market after the previous sponsors failed. Requests to hold the event once again came from vendors and retailers aligned with the trade show.

The tournament is scheduled to take place on Thursday, Sept. 20 at a course yet to be chosen. Everyone associated with the market is invited to attend. Barb Kastens, assistant editor of Tack 'n Togs and an avid golfer, will be coordinating the tournament plans.

UPCOMING TRADE SHOWS

SPOGA-COLOGNE, Sept. 2-4—SPOGA International Trade Fair of Equestrian Sports, Cologne, Germany. Contact Darrin Stern, Cologne International Trade Fairs, phone (773)326-9925, fax (773)714-0063, Web site www.koelnmessenaftha.com, email d.stern@koelnmessenaftha.com.

DENVER, Sept. 7-10—Denver International Western/English Apparel & Equipment Market, Denver Merchandise Mart, Denver, Colo. Contact Amy Thomas, Western & English Sales Association, phone (800)295-1041, fax (303)295-0941, Web site www.denver-wesa.com, email athomas@denver-wesa.com.

KANSAS CITY, Sept. 8-10—Midwest Western Market, KCI Expo, Kansas City, Mo. Contact Robin Dunnam, phone (816)478-1015, fax (816)478-0501, email dunnam.robin@sbcglobal.net.

INDIANAPOLIS, Sept. 15-17—Hopper Indy, Indianapolis Western & English Market, Indiana Convention Center, Indianapolis, Ind. Contact Kent Hopper, Hopper Expositions LLC., phone (915)298-0940 or (800)952-6573, Web site www.hopperexpo.com, email khopper@hopperexpo.com.

TORONTO, Sept. 15-17—International Centre, Mississauga, Toronto, Ontario, Canada. Contact Sheila Easton, Canadian Equestrian Equipment & Apparel Association, phone (519)821-9207, fax (519)821-6069, Web site www.ceeaa.market.ca, email info@ceeaa.market.ca.

LAS VEGAS (formerly Reno), Sept.

20-22—West Coast Western & English Market, South Point Hotel, Casino and Equestrian Center, Las Vegas, Nev. Contact Steve Hamilton, WCWEM-The Reno Market, phone (800)265-4938, fax (916)932-0386, Web site www.renomarket.com, email renomarket@4arc.com.

JOHANNESBURG, Sept. 21-23—Al Fares Johannesburg 2007 7th International Equine Trade Fair, Sandton Convention Centre, Johannesburg, South Africa. Contact Al Fajer Information & Services, phone, +971-4-3406888, fax +971-4-3403608, Web site www.alfajer.net/alfares, email sid@alfajer.net.

SHANGHAI, Sept. 21-23—China International Horse Industry & Equestrianism Exhibition, Venue Shanghai East Asia Exhibition Hall, Shanghai, China, Contact Jackson, phone 086-136-18534369, fax 086-21-64369473, 086-21-64826717, Web site www.chinahorsefair-sh.com, email faxinzhang@hotmail.com.

ATLANTA, Sept. 22-24—Western & English Atlanta, North Atlanta Trade Center, Norcross, Ga. Contact Roger Tully, Western & English Atlanta, phone (770)978-8332, cell (404)683-1644, fax (770)978-6364, Web site www.tullymarket.com, email roger@tully.com.

CALGARY, Sept. 22-24—Equi-plex, Calgary, Alberta, Canada. Contact Molly Sapergia, Can-Am Western & Equestrian Lifestyles Association, phone (403)995-1003, fax (403)995-2236, email molly.s@telus.net.