



AETA conducted a best booth contest during the International Trade Fair in Orlando. Best small booth went to Polo Gear (left). Warm wood tones, track lighting and colorful apparel attracted the attention of buyers passing by this booth. Best medium booth went to Kerrits, (right) whose innovative design allowed the company to put on fashion shows presenting their latest apparel, which they staged on the hour each day of the event. Best large booth was awarded to German Equestrian Manufacturers (not pictured).

AETA reported drawing 226 stores with 441 buyers to its event the following week, including visitors from nine foreign countries representing 27 stores with 52 buyers. 113 exhibitors were present. The show offered extras such as awards for best small, medium and large booths, Retailer Resource Row and a Sunday night Super Bowl market party, complete with buffet dinner, large-screen TV and a live band.

The organization scheduled a meeting of its membership at 6 p.m. on Saturday night, offering a cash bar and a complementary spread of appetizers. Board president Tom MacGuinness of Horshware Ireland conducted the meeting, reporting a net profit of approximately \$3,000. It was announced that

Stephen Day, president and CEO of Dover Saddlery, had stepped down from his position as treasurer of the Board of Directors. The tone of the meeting was positive and upbeat, and the agenda was organized and to the point.

Vendors who chose to show at both markets were less than happy with AETA's decision to tout its "exclusive exhibitor list" to buyers. Vendors who showed in Orlando, but not Richmond, were included on the list, which was the only visible jab directed at Herbert during the run of the show. Unfortunately, it also slighted some of AETA's own exhibitors.

For more information about the next AETA Trade Fair Aug. 2-4, visit www.aetaneews.com. 📧



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