

WESA

DENVER, COLORADO

JANUARY 16-20, 2009

WESA's January Denver market is the largest U.S. trade show for Western apparel and accessories, tack, leather goods, animal health products, English apparel and equipment and equestrian-related home décor, gifts and jewelry. Retailers from all 50 states and around the world attend the Denver International Western/English Apparel and Equipment market each year to shop for a wide variety of products and also to experience professionally managed events that the Denver market consistently provides.

This show has more than 200,000 square feet of exhibitor space and provides a friendly atmosphere that accompanies over 12,000 buyers and sellers.

WESA market events include an opening party and fashion show on Friday, January 16. An \$8,000 market certificate give-away will follow the fashion show. Sixteen WESA buyers will receive a \$500 market certificate that can be used as cash for merchandise purchased from listed exhibitors during the trade show.

A three-day workshop business seminar with Rita Suiter will

take place Friday, January 16, Saturday, January 17 and Monday, January 19. The Friday and Saturday seminar is titled, "The FISH and FISH STICKS Philosophy." The FISH workshop is designed to energize businesses to increase retention, improve service, increase accountability and embrace change. The Monday seminar is called, "The Good, The Bad and The Ugly." This program reveals the basic concepts of service to encourage retailers that it is finally time to do the right thing, not just do things right when it comes to dealing with the public and your customers.

On Sunday, January 18 at the Arena in the Place Center, two horsemanship presentations will be given by Craig Cameron. Cameron has created a program that builds confidence and trust between rider and horse. Rather than fight the animal, he offers patience and understanding that leaves the horse wanting to do what is asked of him. Building upon his experiences, Cameron uses a philosophy of teaching that eliminates rough handling of horses.

www.denver-wesa.com

AETA International Trade Fair

BALTIMORE, MARYLAND

JANUARY 31-FEBRUARY 2, 2009

The American Equestrian Trade Association has picked up steam since its decision to hold two events annually at the Baltimore Convention Center in Baltimore, Md. The coming show is nearing sold-out status of exhibitor space. The Trade Fair is produced for AETA by Hopper Expositions.

Exhibitors from 28 states, Germany, England, Ireland, Czech Republic, France and China with more than 300 pre-registered buyers are expected to attend.

The show offers many extras to exhibitors, buyers and AETA members, beginning with the Golden Ticket program. Members in good standing who book a room at the host hotel and register for the Baltimore show are eligible for one free night's stay, while they last. The new host hotel is the Baltimore Inner Harbor Marriott at Camden Yards.

Retail buyers that are AETA members are rewarded AETA Bucks vouchers, redeemable for discounts on purchases at any AETA member exhibitor booth. Exhibitor members can then offer extra discounts to retailer members without incurring additional cost. The AETA Bucks program for the January 2009 trade fair has been increased from \$10,000 to \$15,000, making the amount of cash discounts available to buyers 50 percent higher than the Summer Trade Fair.

AETA offers exhibitors the chance to put their company name in front of attendees with the "Miss AETA" mannequin contest. Exhibitors are invited to rent mannequins and dress them.

All mannequins are put on display inside the front entrance, and buyers are encouraged to vote on them. The winner receives two free mannequins for the next show.

On Saturday, February 1, the host hotel will have a "Super Bowl" party.

The inner harbor area in Baltimore provides show attendees with plenty of shopping, dining and accommodation options, conveniently located steps from the Convention Center.

www.aeta.us



A view from the top of AETA.