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VOL. 33 NO. 2
JUNE 2013



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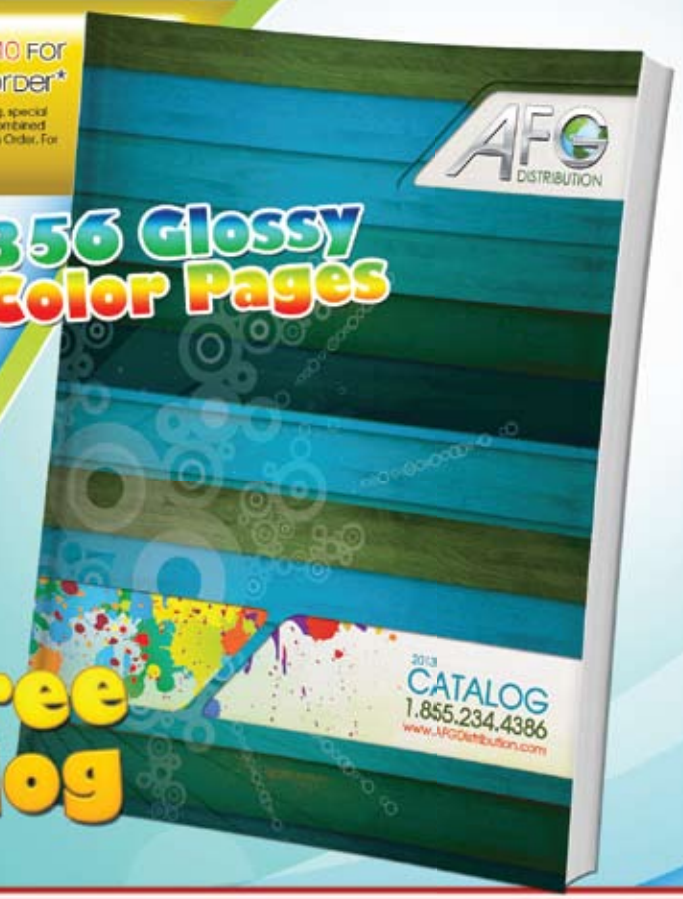
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Retailers Forum Magazine published monthly by
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383 East Main Street, Centerport, NY 11721
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MARCH
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Boston Gift Show
Norton's Gift & Variety Show
Oklahoma City Wholesale Show
Portland Gift Show

APRIL
Hawaii Merchandise Expo
Minneapolis Gift & Variety Show

MAY
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Off Price Show NY
Value Price Expo, Atlantic City

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Charlotte Gift & Variety Show
Dallas Gift & Variety Show
Norton's Gift & Variety Show

JULY
California Gift Show
Oklahoma City Wholesale Show
Philadelphia Gift & Variety Show

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Ft. Lauderdale Gift & Variety Show
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Orlando Gift & Variety Show
San Francisco Gift Fair
Seattle Gift Show
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Charlotte Gift & Variety Show
Hawaii Gift Show
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FROM THE PUBLISHER

THANKS for the kind words from all of our readers and advertisers last month as we celebrated our 32nd anniversary.



It was a great issue and one that we were very proud to present. It's always emotional for us to reflect on over three decades of our working lives creating this business. My daughter hit the nail when she responded to my comment that I was stumped when someone recently asked me what hobbies I have. She quickly said to me, "Business, that's always been your hobby!"

I think we'll always be successful when we love what we're doing and although this "hobby" of mine works me around the clock, it's a great job to do and I appreciate the opportunity to bring our readers our magazines and books every month.

THIS month we celebrate the 10th Anniversary of our Retail News article on page 12. This feature runs in our print magazine and online and has quickly become a favorite with readers catching up on the headlines of our industry.

THE month of June (is it June already?!), is a time for Dads and Grads. It really is a great month for retailers who just came off Mother's Day, a great holiday for sales. Now it's time to shop for the two major segments. Gifts for dad, the unspoken or outspoken hero, ranging from grilling supplies, sporting goods, auto accessories and lazy boys and the like. Then you have the graduates who come in all sizes, as elementary school, intermediate school, high school and colleges all have graduating classes this month. So the range of gifts goes from Fisher Price to Mercedes Benz!

IT'S never too late to add a quick sign to your window display inviting Dad and Grad shopping at your store. Make sure you check your inventory so that you have appropriate gifts and make a display of items for each group.

USE your imagination and your sales can be limitless. If you sell novelty items that display of exploding golf balls is a fun dad gift. If you have a variety store why not make gift baskets in mugs, filling them with candy and goodies and voila, an inexpensive gift idea that'll sell fast.

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Published Monthly by:
Forum Publishing Co.
383 East Main Street
Centerport, NY 11721
Tel: 631/754-5000
Fax: 631/754-0630
forumpublishing@gmail.com
www.retailersforum.com

32nd Anniversary
1981-2013

RETAILERS FORUM is published monthly at $30/year USA, $75/year foreign.

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RETAILING NEWS

Sales Tax Fairness Act Still Brewing

YEARS ago when the sales tax fairness act was discussed in Washington, Amazon and many of the other large chains were opposed to the idea of it. Interestingly enough over the years since it first reared its head, Amazon and other large retailers have opened up distribution centers in many more states around the country. By opening these facilities the chains now had a "physical presence" and needed to collect sales tax.

THUS the shift in sentiment. Unlike years past, these mega retailers now have physical presents in so many states that opposing the new tax regulations is not so meaningful. However, for small online stores with perhaps just one physical location, the new sales tax laws, if they go into effect, is going to create a boondoggle of paperwork and government regulations. Many say that the large online sellers are welcoming the new tax as a way to push the smaller businesses out.

THEN there's eBay - a network of thousands of small retailers from around the country. They are one of the largest opponents of the new sales tax revisions. It will be an interesting battle and more interesting to see where the compromise will be and what it will mean to the small online retailer if the legislation passes.

Customers Spending Again

EVEN with rising fuel prices and delayed tax refunds (what's a refund??), American consumers kept shopping and will probably continue buoying the world's largest economy as the hurdles start to dissolve. Both retailers and restauranteurs are saying that industry sales are picking up. There have been only modest employment gains, but coupled with the drop in energy costs, rising stock prices (new highs!) and reduced debt households seem to have been overcoming the payroll tax increase that nipped two percent out of their take-home pay this year.

SPENDING projections climbed after a Commerce Department report showed a small increase in retail sales among eight of thirteen major categories. Projections are positive and consumers who have been stashing away extra money are now back in the marketplace to spend it.

FISCAL cliff be gone! Americans are resilient, as President Obama likes to say. More factual is that we are a capitalist society. We enjoy buying merchandise, living in nice houses we can hardly afford, and driving a new car as often as possible. Consumers weathered the storm but are now ready to spend, and hopefully they will be spending at our stores!

Retailing Tidbits...

A study just out on the key categories that tempt shoppers to buy groceries online just came out. Top items are personal care products, tissue products and snacks and sweets. Additionally, a poll of these online grocery shoppers turned up that the majority of them were young, urban, mobile-device users in high income, multi-person households, who... get this, were all within walking distance of a supermarket! That's my favorite part of the study. They'd rather buy online and wait instead of walk down the street and carry it home. We're all in trouble!!

FIVE percent of consumers have had an error on their credit reports. These errors can easily lead to higher costs for loans and insurance so a tip for all of our readers is to order a copy of your report and inspect it.

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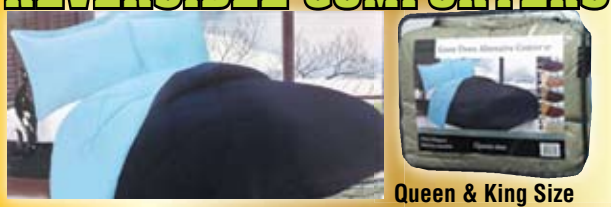
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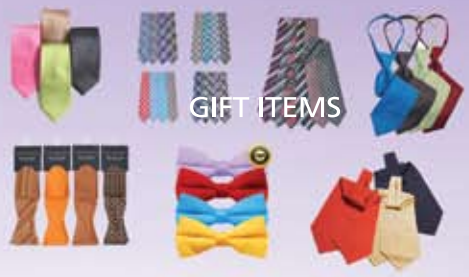
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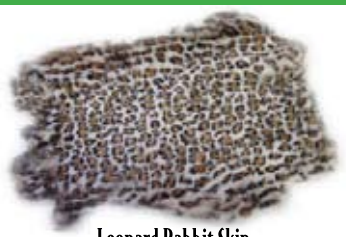
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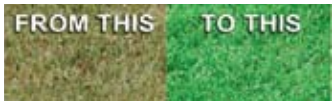
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Truth Number Two to Lasting Success: Overcoming your Fears

BRIAN BARFIELD



Last month we began a journey that will lead you to lasting success. The first truth we discussed was examining the use of your sales tactics. Hopefully you found great insight in the benefits of using good sales tactics. This month we move ahead to truth number two, learning how to over come your fears. In order for you to find true success it is essential that you find freedom from your fears. Many of us have fears that hold us back and hinder us from achieving greatness. Sometimes fear is so deceptive that we do not even realize the effect it is having on us. It is my desire that by the end of this article an awakening will take place within you as you begin to transform your sales career with new found freedom.

When you think of fear in your sales career what things come to mind? Could it be the fear of closing a sale? How about the fear of being totally honest while presenting your customer? Fear takes on many shapes and form throughout the sales floor. Sometimes it is the littlest things that may seem silly that has fear behind it keeping your from your freedom. How about the fear of losing a sale because of simple daily task such as cleaning the glass, sending thank you notes or taking out the trash? I use to allow fear

to control me in such a way and it was leading me down the path to an unfulfilling sales career. Then something divine happened that changed my sales career and life forever. I was gifted with the insight to understand how fear operates and how to overcome it.

In order to free yourself from fears you must first understand how fear operates. Did you know that fear operates as a team? Fear leads you doubt. Then doubt leads you to false reality. It is false reality that leads you to shame. Ultimately, shame leads you to defeat. Take a moment and look this over closely again. This is a powerful truth that you need to examine deeper. In order to make thing a little clearer I will share with you a few personal stories that best illustrate how fear has operated in my life.

When I was around nine years old I was watching a scary movie at a friend's house that I should not have been watching. This is where fear first took root. Around 10pm it was time for me to walk home. Now doubt set in because it was dark and windy that night. As I began to walk the short journey home I could have sworn that creature was out to get me. Does this sound like false reality to you? I ran back to my friend's house and called my dad in tears to come get me. I was very ashamed at this point. Ultimately this led to defeat as I was on restriction for a little while. In the end I wish I had never watched that movie and allowed fear to master me.

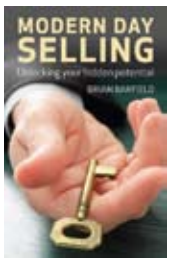
This story may sound a little silly but it is the perfect example of how fear operates within your sales career and life. Now let's take a more current story and show you how I have defeated fear. The vision and insight of Modern Day Selling came to me over time and my sales career flourished. Over the past few months I have had the desire to share this insight with sales associates across the country so they may find the same success and fulfillment. As I began my new journey fear was present and trying it's best to stop me from my calling. Doubt called out saying, "Why would you leave such success on something that is not guaranteed to be received?" Then false reality began to tell me that I would never make it bigger than my monthly articles. The good news is that I have the light of truth to help me see these things clearly. There is no shame or defeat in my future because I have learned to overcome my fears.

It amazes me to think that eight months ago Modern Day Selling was just beginning to take shape. Within two months it was in three national jewelry publications and being very well received. This has lead too many publishers's wanting to publish Modern Day Selling the book. I am now excited to share with you that Modern Day Selling will be in book store around the United States and Europe within six months. I started out with a vision to help the jewelry industry and bring change to the sales floor. Now the path has taken a broader road as the avenues are opening up to share this insight with all aspects of the sales industry. I share this with you not to exalt myself but rather show you the benefits of following truth. I encourage you to find your truth within and master the sales floor with a fire and passion like no other.

The important thing to point out is that truth also operates as a team. Truth gives you confidence. Then confidence ignites passion and energy. Passion and energy is the fuel that leads you to success. Finally success leads you to greatness. Hopefully this has given you some fresh insight to help you better yourself and your career. I challenge you to use this not only in your sales career but also in life. For those of you desiring more insight on overcoming your fears I encourage you to explore this deeper once "Modern Day Selling" hits the book stores. As I begin speaking at trade shows around the country I hope to meet you in person someday and you can share with me your victories over your fears.



Brian Barfield is a trainer/senior sales consultant at The Gem Collection in Tallahassee, FL. Brian has over 17 years experience in the jewelry industry. He has had 9 years management experience as a store manager and spent the last 6 years as a million dollar sales associate. Brian has taken the knowledge he has obtained and has created a modern day road map for sales associates to find a greater success. He is also in the process of finishing his first book, "Branding Yourself to Build Your Customer Base." To find out more information and training course guidelines you can reach Brian at brian@moderndayselling.com or via his website, www.moderndayselling.com.



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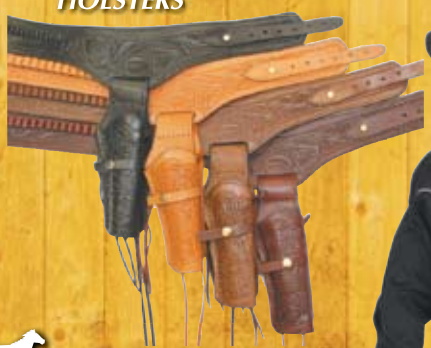
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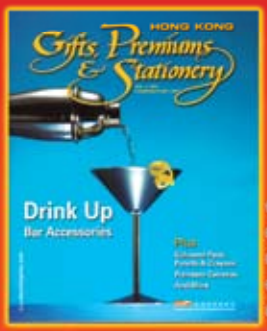


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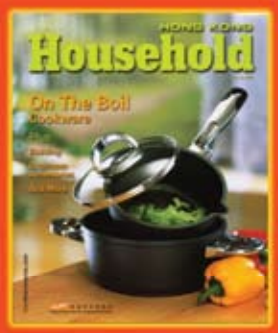


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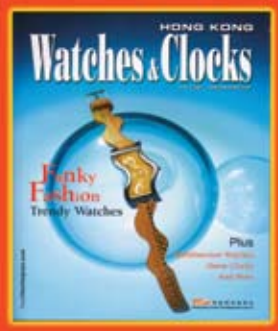


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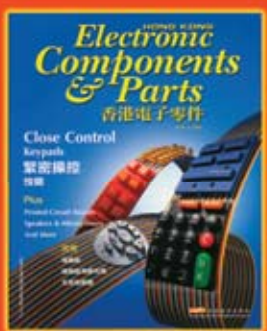


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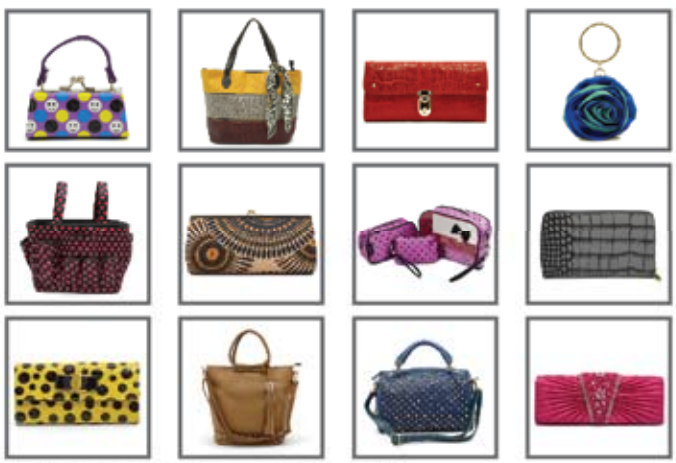
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CIRCLE READER RESPONSE #17 FOR MORE INFORMATION

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Min Max

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Suggested Retail $6.90 - $39.90
Min Max

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Suggested Retail $4.90 - $9.90
Min Max

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ALL FOR ONLY $191.54

25 Mil Gold Layered or 100 Mil Silver Layered
32 ELEGANT CHAINS WITH MATCHING BRACELETS AND ANKLETS
plus Fancy Heart, Leaves and Crystal Bracelets.

Suggested Retail $9.00- $29.00
Min Max

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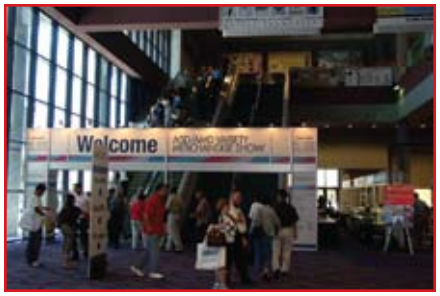
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CIRCLE READER RESPONSE #18 FOR MORE INFORMATION

INDUSTRY TRADE SHOWS

JUNE 2013







Advertising & Marketing

Book Expo America

Show Date: May 30-Jun 1
Management:
Reed Exhibition Companies
383 Main Ave.
Norwalk, CT 06851
Tel: 203/840-5690
Fax: 203/840-5805
www.bookexpoamerica.com
Location: Jacob Javits Convention Center, New York, NY
Est. Exhibitors: 2,000
Est. Attendance: N/A
Profile: This show features all book related products including audio, CD, paperback and hardcover.

Licensing International

Show Date: Jun 18-20
Management:
Advanstar Communications
641 Lexington Ave., 8 Fl.
New York, NY 10022
Tel: 212/951-6612
Fax: 212/951-6749
www.licensingshow.com
Location: Mandalay Bay Convention Center, Las Vegas, NV
Est. Exhibitors: 1,000
Est. Attendance: 12,000
Profile: This is a once a year show where licensors and licensees, manufacturers and retailers in consumer product category industry segment come together to search for the next retail sensation.

Apparel & Accessories

The Printwear Show

Show Date: May 30-Jun 1
Management:
National Business Media
P.O. Box 1416
Broomfield, CO 80038
Tel: 303/469-0424
Fax: 303/469-5730
www.nbmshows.com
Location: Indiana Convention Center and RCA Dome, Indianapolis, IN
Est. Exhibitors: N/A
Est. Attendance: N/A
Profile: Apparel for custom print retailers.

Beads and Buttons Show

Show Date: May 31-Jun 9
Management:
Offinger Management Co.
1100 -H Brandywine Blvd., P.O. Box 3388
Zanesville, OH 43702
Tel: 740/452-4541
Fax: 740/452-2552
www.beadandbuttonshow.com
Location: Frontier Airlines Center, Milwaukee, WI
Est. Exhibitors: 250
Est. Attendance: 9,000
Profile: Exhibits and classes will be featured during this show.

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INDUSTRY TRADE SHOWS

JUNE 2013

Norton's Gift & Variety Show

Show Date: Jun 1-2
Management:
The Norton Shows
P.O. Box 265
Gatlinburg, TN 37738
Tel: 865/436-6151
Fax: 865/436-6152
www.nortonshows.com
Location: Gatlinburg Convention Center, Gatlinburg, TN
Est. Exhibitors: 350
Est. Attendance: N/A
Profile: This show will display apparel, jewelry and other related items.

Denver Apparel and Accessory Market

Show Date: Jun 2-4
Management:
Denver Merchandise Mart
451 E. 58th Ave., Ste. 470
Denver, CO 80216
Tel: 303/292-6278
Fax: 303/297-8473
www.denvermart.com
Location: Denver Merchandise Mart Complex, Denver, CO
Est. Exhibitors: 150
Est. Attendance: 1,000
Profile: Sales representatives for women's and children's apparel and accessory manufacturers provide retailers the resources needed for the upcoming season.

Stylemax

Show Date: Jun 2-4
Management:
Merchandise Mart Properties, Inc.
200 World Trade Center
Chicago, Ste. 470

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Chicago, IL 60654
Tel: 312/527-4141
Fax: 312/527-7782
www.merchandisemart.com
Location: Merchandise Mart, Chicago, IL
Est. Exhibitors: 110
Est. Attendance: 5,000
Profile: This show is aimed toward the apparel and accessory Midwest retail market.

F.F.A.N.Y Collections

Show Date: Jun 5-7
Management:
Fashion Footwear Association of New York
1414 6th Ave. at 58th St., Ste. 203
New York, NY 10019
Tel: 800/241-9034
Fax: 404/252-4436
www.ffany.org
Location: New York Showrooms, Hilton Hotel, New York, NY
Est. Exhibitors: 300
Est. Attendance: 3,000
Profile: Juried Collections and Salon and Bridge Market of contemporary footwear for the discriminating buyer.

Atlanta Apparel Market

Show Date: Jun 6-9
Management:
AMC Trade Shows/ DMC Expositions
240 Peachtree St. NW, Ste. 2200
Atlanta, GA 30303
Tel: 404/220-2800
Fax: 404/220-2442
www.americasmart.com
Location: Atlanta Apparel Mart, Atlanta, GA
Est. Exhibitors: 60
Est. Attendance: 500
Profile: This show is designed specifically for women's and children's apparel. Exhibitors include representatives from all over the southeastern United States and California.

Northstar Apparel Market

Show Date: Jun 9-10
Management:
Northstar Apparel
4052 Hyatt Merchandise Mart
Minneapolis, MN 55403
Tel: 612/332-7966
Fax: n/a
www.northstarfashion.com
Location: St. Paul River Center, St. Paul, MN
Est. Exhibitors: 300
Est. Attendance: 450
Profile: Representatives from the men & boys' apparel industry will be exhibiting at this event. This is the big fall show.

New England Apparel Club

Show Date: Jun 9-12
Management:
New England Apparel Club Inc.
Tel: 781/326-9223
Fax: 781/326-6892
www.neacshow.com
Location: Royal Trade Plaza, Marlboro, MA
Est. Exhibitors: 400
Est. Attendance: 2,000
Profile: Representatives of the women's wholesale apparel industry will be exhibiting.

Los Angeles Shoe Show

Show Date: Jun 10-12
Management:
California Mart Association
110 East 9th St.
Los Angeles, CA 90079
Tel: 800/225-6278
Fax: 213/630-0708
www.californiamarketcenter.com
Location: California Mart, Los Angeles, CA
Est. Exhibitors: N/A
Est. Attendance: N/A



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Profile: Men's, Women's and children's fashion apparel and accessories in all price points. Also featured are fashion runway shows, designer pavilion, retailer seminars, cocktail receptions and special events.

Los Angeles Children's Market

Show Date: Jun 10-13
Management:
California Mart Association
110 East 9th St.
Los Angeles, CA 90079
Tel: 800/225-6278
Fax: 213/630-3797
www.californiamarketcenter.com
Location: California Market Center, Los Angeles, CA
Est. Exhibitors: N/A
Est. Attendance: N/A
Profile: This show is complete with women's and children's apparel and accessories in all categories and price ranges.

Los Angeles Fashion Market

Show Date: Jun 10-13
Management:
California Mart Association
110 East 9th St.
Los Angeles, CA 90079
Tel: 800/225-6278
Fax: 213/630-3797
www.californiamarketcenter.com
Location: California Mart, Los Angeles, CA
Est. Exhibitors: N/A
Est. Attendance: N/A
Profile: Women's and Children's apparel and accessories in all categories and price ranges.

Licensing International

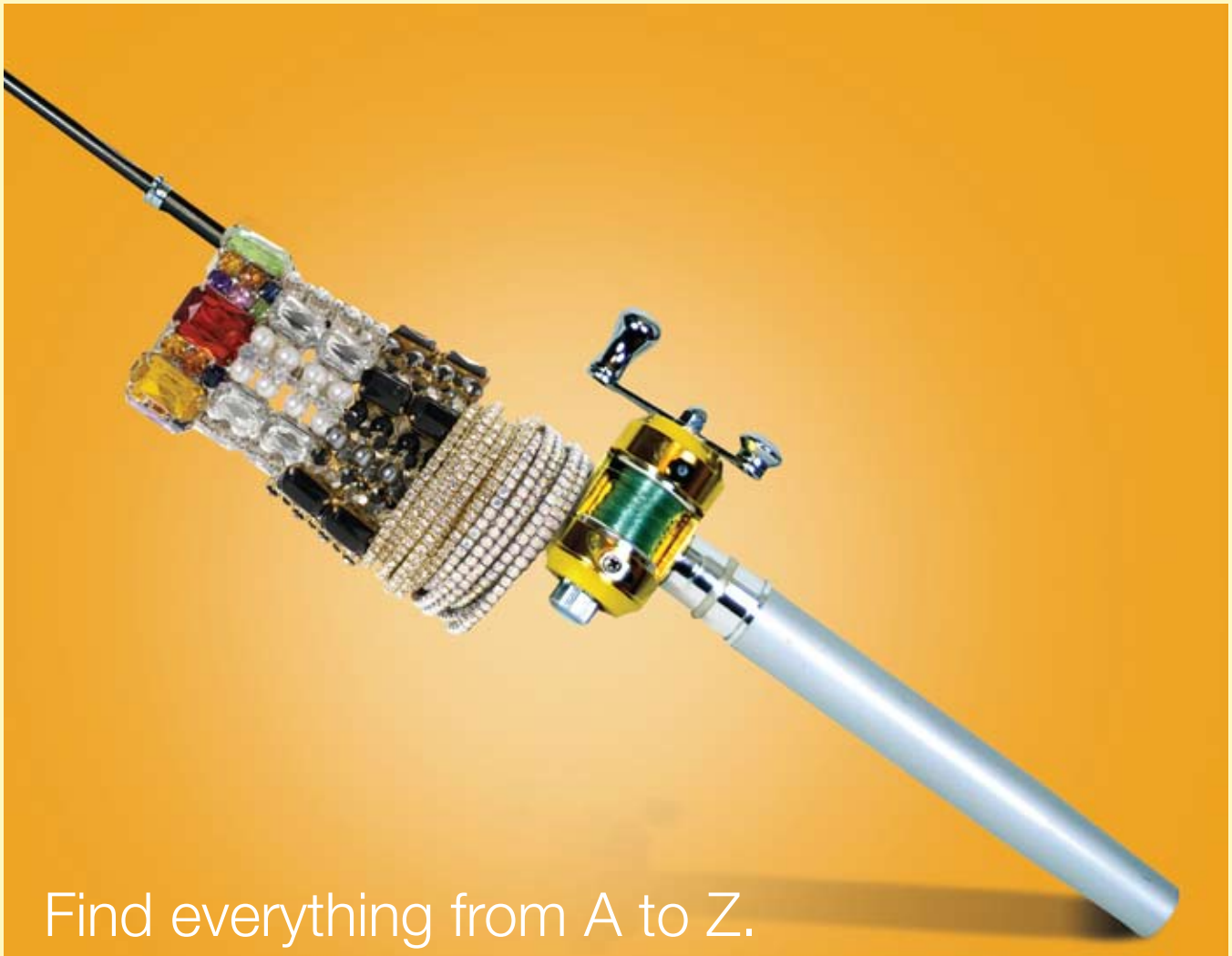
Show Date: Jun 18-20
Management:
Advanstar Communications
440 Wheelers Farm Rd.
Milford, CT 06460
Tel: 203/882-1300
Fax: 203/882-1800
www.licensingshow.com
Location: Mandalay Bay Convention Center, Las Vegas, NV
Est. Exhibitors: 1,000
Est. Attendance: 12,000
Profile: This is a show where licensors and licensees, manufacturers and retailers in consumer product category come together to search for the next retail sensation.

Dallas Women's/ Children's Apparel & Accessories Market

Show Date: Jun 19-25
Management:
Dallas Market Center
2100 Stemmons Freeway
Dallas, TX 75207
Tel: 214/672-8421
Fax: 214/749-5458
www.dallasmarketcenter.com
Location: International Apparel Mart, Dallas, TX
Est. Exhibitors: 3,000
Est. Attendance: 20,000
Profile: This spectacular showcase offers some 14,000 lines of apparel and accessories for women and children.

Fashion Market of San Francisco

Show Date: Jun 23-25
Management:
San Francisco Design Center
2 Henry Adams St., #450
San Francisco, CA 94103
Tel: 415/490-5800
Fax: 415/490-5885
www.fashionsanfrancisco.com
Location: Concourse Exhibition Center, San Francisco, CA
Est. Exhibitors: N/A
Est. Attendance: N/A



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Profile: Apparel and accessories will be on display by the Golden Gate Apparel Association.



Beauty/Hair Care

Premiere Beauty Show

Show Date: Jun 1-3
Management:
Premiere Shows, Inc.
1049 Wille Springs
Dr, Suite 1001
Winter Springs, FL 32708
Tel: 407/265-3131
Fax: 407/265-3134
www.premiereshows.com
Location: Orange County Convention Center, Orlando, FL
Est. Exhibitors: 375
Est. Attendance: N/A
Profile: Beauty products and demonstrations.

International Esthetics, Cosmetics & Spa Conference

Show Date: Jun 22-24
Management:
Questex Media Group
757 Third Ave., 5 Fl.
New York, NY 10017
Tel: 203/926-0528
Fax: 203/926-0577
www.iecsc.com
Location: Las Vegas Convention Center, Las Vegas, NV
Est. Exhibitors: N/A
Est. Attendance: N/A
Profile: Show for cosmetology industry.



Business

California Accounting & Business Show

Show Date: Jun 3-4
Management:
Flagg Management, Inc.
353 Lexington Ave.
New York, NY 10016
Tel: 212/286-0333
Fax: 212/286-0086
www.flaggmgmt.com
Location: Los Angeles Hilton Hotel (LAX), Los Angeles, CA
Est. Exhibitors: 100
Est. Attendance: 1,200
Profile: CPA, business and financial solutions, accounting and business systems & services, computer accounting systems, tax software and more.

Society for Human Resource Management Annual Conference & Exhibition

Show Date: Jun 16-19
Management:
Society for Human Resource Management
1800 Duke St.
Alexandria, VA 22314
Tel: 703/548-3440
Fax: 703/535-6490
www.shrm.org
Location: McCormick Place, Chicago, IL
Est. Exhibitors: 700
Est. Attendance: 12,000
Profile: This conference is designed for individuals who share an interest in human resource management and professionals who are committed to their future.

Atlantic Design and Manufacturing Show

Show Date: Jun 18-20
Management:
Canon Communications, LLC
11444 W Olympic Blvd., #900
Los Angeles, CA 90064
Tel: 310/445-4200
Fax: 310/445-4299
www.canontradeshows.com
Location: Philadelphia Convention Center, Philadelphia, PA
Est. Exhibitors: N/A

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Est. Attendance: N/A
Profile: This show specializes in both the design and manufacturing of products.



Electronics

Sensors Expo

Show Date: Jun 5-6
Management:
Advanstar Communications
275 Grove Street
Newton, MA 02466
Tel: 617/219-8300
Fax: 212/219-8310
www.sensorsexpo.com
Location: Donald H. Stephens Convention Center, Rosemont, IL
Est. Exhibitors: N/A
Est. Attendance: N/A
Profile: Electronic components.

E3 Expo

Show Date: Jun 5-7
Management:
IDG Expositions, Inc.
One Exeter Plaza
Boston, MA 02116
Tel: 508/424-4853
Fax: N/A
www.e3expo.com
Location: Los Angeles Convention Center, Los Angeles, CA
Est. Exhibitors: N/A
Est. Attendance: N/A
Profile: Computer show featuring gaming and computer technology.

FMI 2013

Show Date: Jun 10-13
Management:
Food Marketing Institute
2345 Crystal Drive Suite 800
Arlington, VA 22202
Tel: 202/452-8444
Fax: 202/429-4519
www.fmi.org
Location: McCormick Place, Chicago, IL
Est. Exhibitors: 300
Est. Attendance: 6,000
Profile: Displays of automation from the food industry will be featured.

Automation Technology Expo East

Show Date: Jun 18-20
Management:
Canon Communications
11444 W. Olympic Blvd., Suite 900
Los Angeles, CA 90064
Tel: 310-445-4200
Fax: 310-445-4299
www.canontradeshows.com
Location: Pennsylvania Convention Center, Philadelphia, PA
Est. Exhibitors: N/A
Est. Attendance: N/A
Profile: This show provides a unique marketplace for display and demonstration of assembly machines, equipment, controls, systems & services related to electronic & automatic assembly by national & international companies.

ISTE Educational Computing Conference

Show Date: Jun 23-26
Management:
National Educational Computing Association
245 W. Fifth Ave.
Eugene, OR 97401
Tel: 541/434-9590
Fax: 541/434-9589
www.iste.org
Location: San Antonio Convention Center, San Antonio, TX
Est. Exhibitors: 425
Est. Attendance: 12,500
Profile: This conference explores many innovations in the use of technology in education and their impact on learning in different environments.

USENIX Annual Technical Conference

Show Date: Jun 25-28
Management:

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USENIX Association
2560 Ninth St., Ste. 215
Berkeley, CA 94710
Tel: 510/528-8649
Fax: 510/548-5738
www.usenix.org/events
Location: Fairmont Hotel, San Jose, CA
Est. Exhibitors: N/A
Est. Attendance: 850
Profile: Groundbreaking research and cutting edge practices in technology will be explored and exhibited.

Electrical Apparatus Service Association

Show Date: Jun 30-Jul 2
Management:
Electrical Apparatus Service Association, Inc.
1331 Bauer Blvd.
St. Louis, MO 63132
Tel: 314/993-2220
Fax: 314/993-1269
www.easa.com
Location: Mandalay Bay Convention Center, Las Vegas, NV
Est. Exhibitors: 150
Est. Attendance: 3,000
Profile: Manufacturers of generators, transformers and other electric motors and apparatus will be featured.



Food & Beverage

Dairy and Deli Bake

Show Date: Jun 2-4
Management:
International Dairy-Deli Bakery Association
636 Science Drive
Madison, WI 53711
Tel: 608/310-5000
Fax: 608/238-6330
www.iddba.org
Location: Orange County Convention Center, Orlando, FL
Est. Attendance: 7,000
Profile: Innovative products and services for the dairy, deli, and bakery departments in the super market industry are the highlights of this show.

Supermarket Industry Convention & Educational Exposition

Show Date: Jun 10-13
Management:
Food Marketing Institute
2345 Crystal Dr., Suite 800
Arlington, VA 22202
Tel: 202/452-8444
Fax: 202/429-4519
www.fmi.org
Location: McCormick Place, Chicago, IL
Est. Exhibitors: 1,300
Est. Attendance: 36,000
Profile: This show features grocery products, displays, machines and equipment all relevant to the supermarket industry.

Annual Convention Of Tenn. Grocery Association Food & Fill-up Expo

Show Date: Jun 13-15
Management:
Tennessee Grocers Association
1838 Elm Hill Pike, Ste. 136
Nashville, TN 37210
Tel: 615/889-0136
Fax: 615/889-2877
www.tngrocer.org
Location: Music City Center, Nashville, TN
Est. Exhibitors: 240
Est. Attendance: 3,500
Profile: New products and services in the food industry will be featured.

Southwest Foodservice Expo

Show Date: Jun 23-24
Management:
Texas Restaurant Association
1400 Lavaca
Austin, TX 78767

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INDUSTRY TRADE SHOWS

JUNE 2013

Tel: 512/457-41--
Fax: 512/472-2777
Location: Dallas Convention Center, Dallas, TX
Est. Exhibitors: 1,000
Est. Attendance: 30,000
Profile: This annual largely attended show features educational workshops concerned with a wide range of foodservice topics.

The Bar & Wine Show

Show Date: Jun 24-25
Management:
RDP Group
30 Tower Lane
Avon, CT 06001
Tel: 860/677-0094
Fax: 860/677-6869
www.rdpgroup.com
Location: Jacob. K. Javits Convention Center, New York, NY
Est. Exhibitors: 300
Est. Attendance: N/A
Profile: Sponsored by Bartender Magazine, this show comprises of everything related to the bar and nightclub industry.

Retail Confectioners International Convention

Show Date: Jun 24-28
Management:
Retail Confectioners International
1807 Glenview Rd., Ste. 204
Glenview, IL 60025
Tel: 847/724-6120
Fax: 847/724-2719
www.retailconfectioners.org
Location: Hyatt Regency, Cincinnati, OH
Est. Exhibitors: N/A
Est. Attendance: N/A
Profile: Retailers and manufacturers of chocolate and other confectionary treats.

Gourmet Housewares Show

Show Date: Jun 30-Jul 2
Management:
George Little Management
10 Bank St., Ste. 1200
White Plains, NY 10606
Tel: 914/421-3200
Fax: 914/948-6180
www.specialtyfood.com
Location: Jacob Javits Convention Center
New York, NY
Est. Exhibitors: 900
Est. Attendance: 9,000
Profile: This show offers cutlery, cookware, tabletop, electronics, gadgets, kitchen textiles and gourmet foods.

International Fancy Food & Confection Show - Summer

Show Date: Jun 30-Jul 2
Management:
National Association for the Specialty Food Trade
120 Wall St., 27th Floor
New York, NY 10005
Tel: 212/482-6440
Fax: 212/482-6459
www.specialtyfood.com
Location: Washington Convention Center, Washington, DC
Est. Exhibitors: 2,000
Est. Attendance: 26,000
Profile: This show specializes in gourmet and other specialty foods, products and related equipment.



Gifts & Variety

Book Expo America

Show Date: May 29-Jun 1
Management:
Reed Exhibition Companies
383 Main Ave.
Norwalk, CT 06851
Tel: 203/840-5570
Fax: 203/840-9570
www.reedxexpo.com
Location: Jacob Javits Convention Center,

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INDUSTRY TRADE SHOWS

JUNE 2013

New York, NY
Est. Exhibitors: 2,000
Est. Attendance: 30,000
Profile: Products, services and education that supports buyers and sellers of books.

Kansas City Gift Show

Show Date: May 31-Jun 3
Management:
Kansas City Gift Mart, Inc.
6800 West 115 St.
Overland Park, KS 66211
Tel: 913/491-6688
Fax: 913/491-1279
www.giftmartofkansascity.com
Location: Kansas City Gift Mart, Overland Park, KS
Est. Exhibitors: 250
Est. Attendance: 6,000
Profile: Temporary exhibits in conjunction with permanent exhibits featuring many handcrafted product lines such as giftware, fine art, seasonal décor, collectibles and more

Norton's Gift & Variety Show

Show Date: Jun 1-3
Management:
The Norton Shows
P.O. Box 265
Gatlinburg, TN 37738
Tel: 865/436-6151
Fax: 865/436-6152
www.nortonshows.com
Location: Gatlinburg Convention Center, Gatlinburg, TN
Est. Exhibitors: 500
Est. Attendance: N/A
Profile: Will feature apparel, jewelry and other related items.

Minneapolis Gift Show

Show Date: Jun 2-4
Management:
Minneapolis Gift Mart
10301 Bren Rd. W
Minnetonka, MN 55343
Tel: 800/626-1298
Fax: 612/932-0847
www.mplsgiftmart.com
Location: Minneapolis Gift Mart, Minneapolis, MN
Est. Exhibitors: 130
Est. Attendance: 3,000
Profile: This show features gifts for all occasions from toys to house wares and more.

Book Expo Canada

Show Date: Jun 3-6
Management:
Reed Exhibitions Canada
3761 Victoria Park Ave., Unit One
Toronto, ON M1W 3S2
Tel: 416/491-7565
Fax: 416/491-5088
www.reedexpo.ca
Location: Metro Toronto Convention Centre, Toronto, ON
Est. Exhibitors: N/A
Est. Attendance: N/A
Profile: Publishers, distributors, wholesalers, publishing supplies, sidelines, security systems, fixture, and shelving.

Dallas International Gift & Home Accessories Show

Show Date: Jun 19-25
Management:
Dallas Market Center
2100 Stemmons Freeway
Dallas, TX 75207
Tel: 214/672-8421
Fax: 214/749-5458
www.dallasmarketcenter.com
Location: Dallas Market Center, Dallas, TX
Est. Exhibitors: 500
Est. Attendance: 14,000
Profile: This show focuses on retail buyers and owners shopping for gifts and gift related items.

Charlotte Gift, Jewelry and Housewares Show

Show Date: Jun 22-24
Management:
Charlotte Gift & Jewelry Show

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INDUSTRY TRADE SHOWS

JUNE 2013

800 Briarcreek Road, #BB 503
Charlotte, NC 28205
Tel: 704/377-5881
Fax: 704/358-9115
www.charlottegiftshow.com
Location: Charlotte Merchandise Mart, Charlotte, NC
Est. Exhibitors: 500
Est. Attendance: 7,500
Profile: This show is a trade show for buyers of gifts, jewelry, house wares, silk flowers, stationery, toys, and more.



Home & Housewares

Will County Home Show

Show Date: Jun 1-2
Management:
Tower Show Productions, Inc.
800 Roosevelt Rd.,
Bldg. A, Ste. 109
Glen Ellyn, IL 60137
Tel: 800/949-4611
Fax: 630/469-4811
www.myhomeshow.com
Location: Lewis University, Romeoville, IL
Est. Exhibitors: N/A
Est. Attendance: N/A
Profile: All types of home and house products and services will be exhibited at this show.

National Lawn & Garden Show

Show Date: Jun 11-13
Management:
NLG Show
P.O. Box 1771
Monument, CO 80132
Tel: 719/488-0226
Fax: 719/488-8168
www.nlgshow.com
Location: Crown Plaza Hotel, Rosemont, IL
Est. Exhibitors: 250
Est. Attendance: 4,000
Profile: It is a construction, decorating and renovation show for kitchen, bath, doors, windows, heating, air-conditioning and landscaping.

Dallas Furniture Market

Show Date: Jun 19-25
Management:
Dallas Market Center
2100 Stemmons Freeway
Dallas, TX 75207
Tel: 214/672-8421
Fax: 214/749-5458
www.dallasmarketcenter.com
Location: Dallas Market Center, Dallas, TX
Est. Exhibitors: N/A
Est. Attendance: N/A
Profile: This show features a wide variety of furniture and accessories.

Dallas International Gift & Home Accessories Market

Show Date: Jun 19-25
Management:
Dallas Market Center
2100 Stemmons Freeway
Dallas, TX 75207
Tel: 214/672-8421
Fax: 214/749-5458
www.dallasmarketcenter.com
Location: Dallas Market Hall, Dallas, TX
Est. Exhibitors: 400
Est. Attendance: 14,000
Profile: Manufacturers of home furnishings and related items display their products to retailers and other buyers.

Charlotte Gift, Jewelry & Housewares Show

Show Date: Jun 22-24
Management:
Charlotte Gift & Jewelry Show
800 Briarcreek Rd.,
Ste. BB503
Charlotte, NC 28205
Tel: 704/377-5881
Fax: 704/358-9115
www.charlottegiftshow.com

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Location: Charlotte Merchandise Mart, Charlotte, NC
Est. Exhibitors: 500
Est. Attendance: 7,500
Profile: This show is a wholesale trade show for buyers of gifts, jewelry, house wares, silk flowers, stationery, toys, and much more.



Jewelry & Accessories

AGTA Las Vegas Gem Fair

Show Date: May 30-Jun 2
Management:
American Gem Trade Association
P.O. Box 420643
Dallas, TX 75342
Tel: 214/742-4367
Fax: 214/742-7334
www.agta.org
Location: Mandalay Bay, Las Vegas, NV
Est. Exhibitors: 400
Est. Attendance: 10,000
Profile: Largest gemstone trade show in North America. Draws buyers from around the world to see the finest gems in every color as well as every price range. Don't miss this show.

Intergem - International Gem & Jewelry Show

Show Date: May 31-Jun 2
Management:
International Gem & Jewelry Show, Inc.
120 Derwood Circle
Rockville, MD 20850
Tel: 301/294-1640
Fax: 301/294-0034
www.intergem.net
Location: San Mateo Expo Center, San Mateo, CA
Est. Exhibitors: N/A
Est. Attendance: N/A
Profile: Intergem shows feature the largest selection of gems, minerals and jewelry found across the world.

The JCK Show - Las Vegas

Show Date: May 31-Jun 3
Management:
Reed Exhibition Companies
383 Main Ave.
Norwalk, CT 06851
Tel: 203/840-4800
Fax: 203/840-4804
www.jckgroup.com
Location: Sands Expo & Convention Center, Las Vegas, NV
Est. Exhibitors: 2,500
Est. Attendance: 20,000
Profile: Designers and manufactures of fine jewelry exhibit their products and services for the trade only.

Bead and Button Show

Show Date: May 31-Jun 9
Management:
Offinger Management Co.
1100 H-Brandywine Blvd., P.O. Box 3388
Zanesville, OH 43702
Tel: 740/452-4541
Fax: 740/452-2552
www.beadandbuttonshow.com
Location: Frontier Airline Center, Milwaukee, WI
Est. Exhibitors: 250
Est. Attendance: 9,000
Profile: Exhibits and classes featuring beads and buttons will be on display.

Intergem - International Gem & Jewelry Show

Show Date: May 31-Jun 2
Management:
International Gem & Jewelry Show, Inc.
120 Derwood Circle
Rockville, MD 20850
Tel: 301/294-1640
Fax: 301/294-0034
www.intergem.com
Location: Minnesota State Fairgrounds, St. Paul, MN
Est. Exhibitors: N/A
Est. Attendance: N/A
Profile: Intergem shows feature the largest selection of gems, minerals and jewelry found across the world.

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INDUSTRY TRADE SHOWS
JUNE 2013

Norton's Gift & Variety Show

Show Date: Jun 1-3
Management:
The Norton Shows
P.O. Box 265
Gatlinburg, TN 37738
Tel: 865/436-6151
Fax: 865/436-6152
www.nortonshows.com
Location: Gatlinburg Convention Center, Gatlinburg, TN
Est. Exhibitors: 450
Est. Attendance: N/A
Profile: This show will feature a wide variety of jewelry and accessories products displayed by the manufacturers.

Intergem - International Gem & Jewelry Show

Show Date: Jun 7-9
Management:
International Gem & Jewelry Show, Inc.
120 Derwood Circle
Rockville, MD 20850
Tel: 301/294-1640
Fax: 301/294-0034
www.intergem.com
Location: Denver Merchandise Mart, Denver, CO
Est. Exhibitors: N/A
Est. Attendance: N/A
Profile: This Intergem show features the largest selection of gems, minerals, and jewelry found all across the world.

Intergem - International Gem & Jewelry Show

Show Date: Jun 7-9
Management:
International Gem & Jewelry Show, Inc.
120 Derwood Circle
Rockville, MD 20850
Tel: 301/294-1640
Fax: 301/294-0034
www.intergem.com
Location: Suburban Collection Showplace Showplace, Novi, MI
Est. Exhibitors: N/A
Est. Attendance: N/A
Profile: This Intergem show features the largest selection of gems, minerals, and jewelry found all across the world.

Intergem - International Gem & Jewelry Bead Show

Show Date: Jun 14-16
Management:
International Gem & Jewelry Show, Inc.
120 Derwood Circle
Rockville, MD 20850
Tel: 301/294-1640
Fax: 301/294-0034
www.intergem.com
Location: Santa Monica Civic Auditorium, Santa Monica, CA
Est. Exhibitors: N/A
Est. Attendance: N/A
Profile: This Intergem show features the largest selection of gems, minerals, and jewelry found all across the world.

Intergem - International Gem & Jewelry Show

Show Date: Jun 21-23
Management:
International Gem & Jewelry Show, Inc.
120 Derwood Circle
Rockville, MD 20850
Tel: 301/294-1640
Fax: 301/294-0034
www.intergem.com
Location: Reliant Center, Houston, TX
Est. Exhibitors: N/A
Est. Attendance: N/A
Profile: Intergem shows feature the largest selection of gems, minerals and jewelry found across the world.

The Charlotte Gift & Jewelry Show

Show Date: Jun 22-24
Management:
Charlotte Gift & Jewelry Show

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INDUSTRY TRADE SHOWS

JUNE 2013

800 Briarcreek Rd.,
Ste. BB503
Charlotte, NC 28205
Tel: 704/377-5881
Fax: 704/358-9115
www.charlottegiftshow.com
Location: Park Expo Center, Charlotte, NC
Est. Exhibitors: N/A
Est. Attendance: N/A
Profile: Large assortment of jewelry and gift products.

Intergem - International Gem & Jewelry Show

Show Date: Jun 28-30
Management:
International Gem & Jewelry Show, Inc.
120 Derwood Circle
Rockville, MD 20850
Tel: 301/294-1640
Fax: 301/294-0034
www.intergem.cfom
Location: Pasadena Convention Center, Pasadena, CA
Est. Exhibitors: N/A
Est. Attendance: N/A
Profile: This Intergem show features the largest selection of gems, minerals, and jewelry found all across the world.

Intergem - International Gem & Jewelry Show

Show Date: Jun 28-30
Management:
International Gem & Jewelry Show, Inc.
120 Derwood Circle
Rockville, MD 20850
Tel: 301/294-1640
Fax: 301/294-0034
www.intergem.com
Location: Maryland Fairgrounds, Timonium, MD
Est. Exhibitors: N/A
Est. Attendance: N/A
Profile: This Intergem show features the largest selection of gems, minerals, and jewelry found all across the world.



Medical

The American College Health Association Annual Meeting

Show Date: May 28-Jun 1
Management:
American College Health Association
P.O. Box 28937
Baltimore, MD 21240
Tel: 410/859-1500
Fax: 410/859-1510
www.acha.org
Location: Marriott Copley, Chicago, IL
Est. Exhibitors: N/A
Est. Attendance: N/A
Profile: Products and services, pharmaceuticals, labs, computer vendors, publishers, medical supplies and equipment and miscellaneous services.

Challenges in Vascular Surgery

Show Date: May 30-Jun 1
Management:
Society for Vascular Surgery
633 N. St. Clair, 24th Floor
Chicago, IL 60611
Tel: 312/334-2300
Fax: 312/334-2320
www.vascularweb.org
Location: Moscone Center West, San Francisco, CA
Est. Exhibitors: N/A
Est. Attendance: N/A
Profile: Medical education conference

American College of Nurse-Midwives Meeting & Exhibit

Show Date: May 30-Jun 4
Management:
American College of Nurse-Midwives
8403 Colesville Road
Silver Spring, MD 20910
Tel: 240/485-1800
Fax: 240/485-1810
www.acnm.org
Location: (Call for Site) Nashville, TN
Est. Exhibitors: N/A

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Est. Attendance: N/A
Profile: Learn about products, procedures and literature for the practice.

American Society of Anesthesiologists Meeting - Spring

Show Date: May 31-Jun 2
Management:
American Society of Anesthesiologists
520 N. Northwest Hwy.
Park Ridge, IL 60068
Tel: 847/825-5586
Fax: 847/825-5658
www.seahq.org
Location: Hilton Hotel, Salt Lake City, UT
Est. Exhibitors: 300
Est. Attendance: 18,000
Profile: Conference of anesthesiologists.

New England Society of Plastic Surgeons Meeting

Show Date: May 31-Jun 2
Management:
American Society of Plastic Surgeons
19 Tyler Street, Suite 302
Nashua, NH 03060
Tel: 603/880-4385
www.neplasticsurgery.com
Location: Newport, RI (Call for Site)
Est. Exhibitors: 280
Est. Attendance: 6,500
Profile: Show for specialty of plastic and reconstructive surgery products and services.

The Endocrine Society Annual Meeting

Show Date: Jun 1-18
Management:
Scherago International, Inc.
8401 Connecticut Avenue, #900
Chevy Chase, MD 20815
Tel: 301/941-0200
Fax: 301/941-0259
www.endo-society.org
Location: Moscone Convention Center,San Francisco, CA
Est. Exhibitors: 140
Est. Attendance: 6,000
Profile: Manufacturers of instruments and services related to clinical and research endocrinology. There will be publishers and market research companies, pharmaceutical companies.

Association for Professionals in Infection Control & Epidemiology Annual Educational Conference

Show Date: Jun 8-10
Management:
Association for Professionals in Infection Control & Epidemiology, Inc.
1275 K Street NW, Suite 100
Washington, DC 20005
Tel: 202/789-1890
Fax: 202/789-1899
www.apic.org
Location: Ft. Lauderdale Convention Center, Ft. Lauderdale, FL
Est. Exhibitors: 200
Est. Attendance: 2,300
Profile: Educational opportunity for healthcare professionals in all settings who have infection control and prevention responsibilities.

Medical Design & Manufacturing East

Show Date: June 18-20
Management:
Canon Communications, LLC
11444 W Olympic Blvd.
Los Angeles, CA 90064
Tel: 310/996-9431
Fax: 310/445-4299
www.canontradeshows.com
Location: Pennsylvania Convention Center, Philadelphia, PA
Est. Exhibitors: 800
Est. Attendance: 11,000
Profile: Suppliers to medical device and diagnostic equipment manufacturers involved in packaging, disposables, raw materials, production equipment, sterilization and design engineering.

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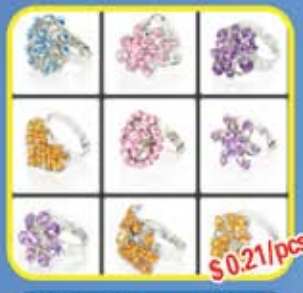
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INDUSTRY TRADE SHOWS

JUNE 2013

American Physical Therapy Association Conference

Show Date: Jun 26-29
Management:
American Physical Therapy Association
1111 N. Fairfax St.
Alexandria, VA 22314-1488
Tel: 703/683-6748
Fax: 703/684-7343
www.apta.org
Location: Salt Lake City, UT (Call for Site)
Est. Exhibitors: 280
Est. Attendance: 5,000
Profile: Products and services relating to physical therapy.

Western Thoracic Surgical Association

Show Date: Jun 26-29
Management:
Western Thoracic Surgical Association
900 Cummings Center, Ste. 221-U
Beverley, MA 01915
Tel: 987/927-8330
Fax: 978/524-8890
www.westernthoracic.org
Location: Coeur d'Alene Hotel, Coeur d'Alene, ID
Est. Exhibitors: N/A
Est. Attendance: N/A
Profile: Medical show and conference.

Annual MAFP Assembly and Trade Show

Show Date: Jun 27-29
Management:
Maryland Academy of Family Physicians
5710 Executive Dr., Ste. 104
Baltimore, MD 21228
Tel: 410/747-1980
Fax: 410/744-6059
www.mdafp.org
Location: Clarion Resort, Ocean City, MD
Est. Exhibitors: N/A
Est. Attendance: 1,500
Profile: Pharmaceutical companies, office administration, accounting businesses, computer companies, medical supplies and equipment companies, printing companies, clinical laboratories, physician recruiting firms and insurance companies.



Toys & Hobbies

Stamp & Coin Expo - Laughlin

Show Date: Jun 14-16
Management:
Bick International
P.O. Box 854
Van Nuys, CA 91408
Tel: 818/998-6496
Fax: 818/988-4337
www.bick.net
Location: Colorado Belle, Laughlin, NV
Est. Exhibitors: N/A
Est. Attendance: N/A
Profile: This expo has dealers selling and promoting stamps and related products to collectors and enthusiasts.

Dallas International Gift & Home Accessories Show

Show Date: Jun 19-25
Management:
Dallas Market Center
2100 Stemmons Freeway
Dallas, TX 75207
Tel: 214-655-6100
Fax: n/a
www.dallasmarketcenter.com
Location: Dallas Market Center, Dallas, TX
Est. Exhibitors: N/A
Est. Attendance: N/A
Profile: General merchandise show.

Dallas Toy Show

Show Date: Jun 19-25
Management:
Dallas Market Center
2100 Stemmons Freeway
Dallas, TX 75207
Tel: 214/655-6100
Fax: 214/749-5479
www.dallasmarketcenter.com
Location: Dallas Market Center, Dallas, TX
Est. Exhibitors: 800
Est. Attendance: 6,000
Profile: This show features gifts, toys, and related items. It is one of the many shows going on under one roof.

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- Alphabetical index

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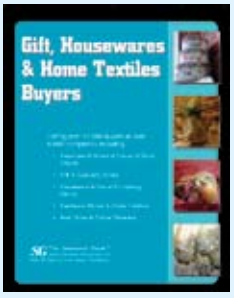


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Target leads by title, product or geographic location. Increase sales through telemarketing or direct mail campaigns. Profiling over 7,900 buyers at more than 3,400 companies in categories such as discount and department store chains, drugstore chains, supermarkets and convenience stores and wholesale jobbers. Listings include contact names, parent companies/divisions, address, phone and fax numbers, Web site address, and type of merchandise bought.

Order #MM8: Directory $329
Order #MM8C: Directory/CD Combo $1299

RETAIL BUYERS



Gift, Housewares & Home Textiles Buyers Directory®

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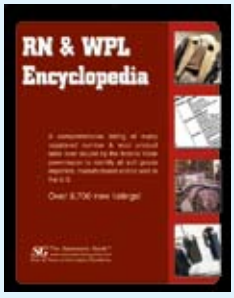


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Operating Your RETAIL STORE



Continued from last issue...

Before you set out in search of your store location, review your notes on your market and customers. Are you sure enough people live in your market area to support the store you want to open? Unless you're certain, and confident enough to risk your personal wealth, it may be wise to test consumer response to your concept before you make the full-scale investment a store requires. You may discover your market niche offers more sales potential when served by a retail business than by a specialty store.

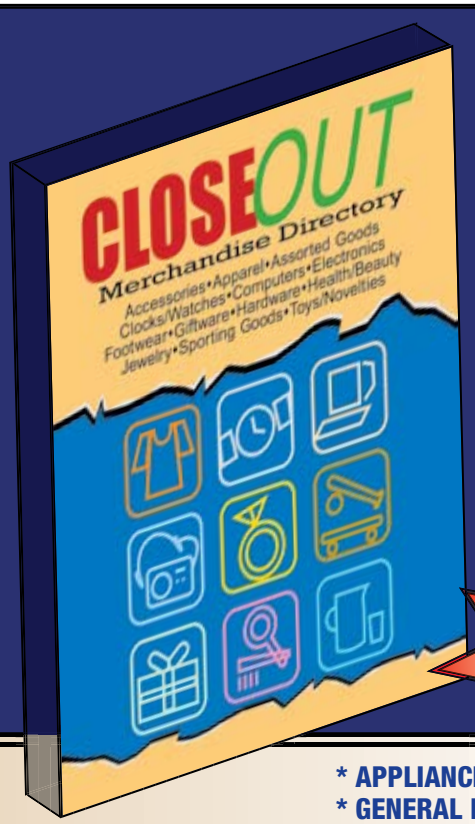
TESTING YOUR CONCEPT

There are viable alternatives for a retail experiment that minimize your risks. So do you really need a storefront now? Isn't there another way you could market products to your customers without physically setting up shop? In the initial stages of developing your retail business, it may be in your best interest to start of smaller, "field-test" your concept, and cultivate a consumer market in the process. Several sales avenues warrant investigation.

In the flea market you'll have a chance to gauge consumers' response for pennies on the dollar of the cost of a month's rent for store space. If you find an eager reception from shoppers, the booth will also serve as a forum for promoting your forthcoming store. On the other hand, if you set up several weekends and don't even recover your booth expenses, you may want to retool your concept. Before you do, try a couple of different flea markets. It may be that the first flea market failed to draw the people who'll support your business. If you still experience problems after trying 2 or 3 different flea markets, then rethink your business.

SET UP A KIOSK IN A MALL, OR RENT A MINI-STORE

Many shopping malls in the country now open their corridors to booth and kiosk sales, as well. Talk about a perfect place to test your concept! Floor space in the mall is by no means cheap, but requires much less investment than a store in the same mall. Some larger individual retailers also sublease mini-departments on their



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Another nice thing about this way of testing your idea is that it allows you to set up and take down your "store" with ease. You can move it around if need be, and experiment with different locations at one site or several sites. You can also try various display techniques and product mixes with a minimum of investment.

SELL FROM A PEDDLER'S WAGON

On the street, a peddler's wagon, loaded with a sampling of the goods you want to sell, is another way to sample the public response. If you take this route, you'll probably need a license to sell on the streets. Thoroughly investigate your obligations. Contact city hall and the local chamber of commerce as well as your state's small business assistance agency, and ask each what licenses or permits are required.

START OFF WITH MAIL ORDER



Another way to test your idea with minimal investment is to start as a mail-order business. Once again, you'll need to check into local regulations, licenses, and tax obligations. Mail order can provide you with an effective tool for testing your concept and in the process let you collect the names of potential customers for future sales. The toughest challenge in mail order is figuring out how to reach your audience. That can take time. You'll know you're getting your message to your audience when your mailbox is brimming with orders.

continued...



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$9.50 ea

$6.00 Each

$39.00 dz

$42.00 dz

$36.00 dz

Tin Sign $4.75 Each 100's to choose from!

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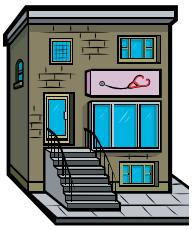
CIRCLE READER RESPONSE #7 FOR MORE INFORMATION

ASSESSING YOUR NEEDS

Now let's proceed beyond the experimental mode. Assume your experience with one of these convinces you your retail concept is a real winner, or you've got so much unshakable confidence in your store, you know your store will make it. How do you go about finding the right location? Well, before you can begin answering that, you must know what you need in a storefront. You probably won't find any single location that meets all your needs – you'll need to settle for whatever location offers the closest match.

SHOULD YOU BUY OR RENT?

Before you begin your search, you must decide whether you want to buy or rent the space. That should be an easy decision, since you're just starting your business and you probably don't have extra barrels full of money. Rent. It's considerably less of a strain on your limited start-up budget, and until your business is up and running, you really don't know what to expect. Sure, your business could soar from day one, but then again, even after all your research, you may end up with the right store in the wrong place. Better to leave yourself the option to ease your way out of the situation.



Leasing also protects you against the unforeseen. Suppose the neighborhood undergoes an unexpected change. What if the city decides to embark on a one-year project widening the road that winds past your site?

continued...



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CIRCLE READER RESPONSE #32 FOR MORE INFORMATION

You could starve because of the inconvenience it causes shoppers. Leasing allows you the luxury of relocating your business should something about the location you select not live up to your expectations.

That said, recognize that your lease, or mortgage if you choose to purchase your site, will likely represent the single greatest fixed cost in running your business. For many retailers, location is the make-or-break factor in their business. You want the best possible location, and you need a landlord or seller who will work with you and share some of the financial burden and risk, with the promise of being paid back during the first year while you grow your business. In the process you also want to make sure your interests are fully protected, should you ever need to sell or close the store.

DETERMINING WHAT YOU NEED IN A STORE LOCATION

Your responses to the following questions will help you narrow your search for a location to places that best match your needs.

- Store name or type:
- Products sold:
- Planned days & hours of operation:
- Required utility connections:
- Store departments:
- Types of displays you will use on the sales floor:
- Estimated total space needs, in square footage:
- Amount used for: sales floor; warehouse; office; employee area



continued...

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CIRCLE READER RESPONSE #57 FOR MORE INFORMATION

• Deliveries to store will be made:
by truck; by courier
• For shipping & receiving I need a:
loading dock; back
entrance; doesn't matter
• Your ideal location is:
in a mall; along a busy
street; in a shopping
center or plaza;
a stand-alone site;
doesn't matter



• For display & promotion you need:
a large sign out front; large display windows
• Customers will arrive:
by public transit; by car; stroll in off street
• I therefore need: a wide sidewalk out front;
customer parking; lighting at night
• Other special considerations:

DESCRIBE YOUR IDEAL STORE

Get out your notebook and describe your ideal store. Item by item, list the features you want and need. At minimum, how much space for the showroom? For the office? For the warehouse? What kind of display area will make the best presentation of your merchandise? Is it important you have large windows, or will a simple sign tell passersby all they need to know? Does your store need to be on the first floor, or could you rely on customers walking up or down a set of steps? Is your store a stand-alone destination, to which people will drive? Then they'll need places to park. Will it be helped greatly by the presence of other stores, some selling similar merchandise? Review these answers, along with your notes on the customers you need to reach, and where they live.

continued...



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HIT THE STREETS

Then set out for your field investigations of your area. This is work you must do yourself. It's your observations that will enable you to make an informed decision when selecting a site. If your earlier research indicates certain areas are convenient to the types of consumers who'll support your store concept, visit them, notebook in hand. Stop by promising malls and shopping centers at different hours of the day throughout the week. Are there a lot of people? More important, are they buying things? What kind of cars do they drive? What are they wearing? What you see should support the demographic profile you've drawn of the area.



NARROW YOUR SEARCH TO AN INDIVIDUAL SHOPPING AREA

Compare the features of individual malls, blocks, or shopping centers within the general area. Here are some questions to ponder. Is the setting attractive? Does the look of the buildings work with your store concept? A look of glass and chrome lends itself to a trendy fashion boutique better than to an antiques store. Browse through the existing stores in buildings, malls, or shopping centers with vacancies. What's your first impression walking through the doors? Any foul or sharp odors? Do the spaces feel open or confined? Do you have trouble adjusting to the light?

If there are no apparent vacancies in an area you like, ask store owners if any store space will be available for rent soon.

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CIRCLE READER RESPONSE #09 FOR MORE INFORMATION

They may be aware of a renter's plans to move out long before the owner is. Contact local landlords as well. Express your interest, should any space in their building, mall, or shopping center become available.



Once you determine an area suits your interests, track the commercial listings in the local paper. Visit every site that sounds like what you need.

Conversely, if you experience trouble finding suitable locations in your area of choice, contact a real estate broker specializing in commercial property. In doing so, accept that you may end up paying some form of finder's fee for the assistance. If you must resort to a broker's aid, contact several. Let each know you're in contact with competitors. Some will work harder if it's a race for your dollar. Be specific about your plans and space needs, as you see them. Ask for suggestions, and listen to what you hear. A good commercial real estate broker understands the needs of people like you. She should be able to offer practical insight on the potential advantages and disadvantages of several locations. After you've visited a couple of suggested sites, you'll have a good idea if she can really be of any help.

EXPLORING SPECIFIC SITES

Whenever you visit a specific potential location, whether you found it on your own or with the help of a broker, think of it in terms of your business needs.

continued...



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CIRCLE READER RESPONSE #14 FOR MORE INFORMATION

IS THE EXTERIOR WELCOMING TO CUSTOMERS?

Record your impressions of the exterior. In a mall or shopping strip, a location with good visibility could be one of your best marketing tools. How does the place look to passersby? Are the windows large enough to let people know what type of business it is? Do they leave ample room for display of merchandise? Is there a visible place for your sign? If it's a street location, how far is it from parking? Are the sidewalks wide enough to encourage people to walk along the street? Does the location carry any potential liabilities? What's the condition of the sidewalk and the exterior of the building? Must shoppers climb stairs to enter the building? Is it accessible to the handicapped? Are the storefront and parking lot well lit? Is there a place in the back where you can accept deliveries? How secure is that?

DOES THE INTERIOR HAVE EVERYTHING YOU NEED?

Proceed with an inspection of the interior. First consider the floor layout. An open, unencumbered space easily adapts to any store concept. If there are permanent fixtures, shelving, or angles, you may need to adapt your store to them.



Look closely at the ceiling and floors for signs of water damage or leaks. Do the same with any plumbing connections that enter or leave the building.

continued...



CIRCLE READER RESPONSE #41 FOR MORE INFORMATION

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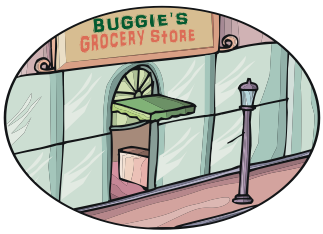
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CIRCLE READER RESPONSE #37 FOR MORE INFORMATION

Ask a lot of questions. What kind of wiring does the building have? Will it handle your needs? Think ahead. If your business grows, will you be able to expand your space as needed?

Look At The Site's Relationship To The Local Area

When you're relatively satisfied a site offers what you're looking for, step back and reconsider the site in relation to its surroundings. Are there stores nearby that will add to or detract from your store? Some specialty stores can effectively piggyback on a major retailer or related products in the area. The larger store is the main draw, but it stocks only a sampling of what the specialty dealer carries in depth. This can help sales. Does such a store exist? If so, is there easy access between the two? Can you place signs where they will draw attention to your store?



On the street, the direction a store faces can affect store traffic and the retailer's utility bills. A store facing north is easier to cool in summer, but needs more heat in the winter for lack of the sun's warming rays. Summer shade attracts sidewalk shoppers; winter shade can disperse them. Conversely, a store facing south is always well lit with natural light. The owner may need an awning in summer, but sunshine on a winter's day will add warmth and appeal. *continued...*





CIRCLE READER RESPONSE #03 FOR MORE INFORMATION

OBSERVE PEDESTRIAN & AUTO TRAFFIC PATTERNS

The next facet of your site investigation puts you in the observation post. Stop by the site a few times during the week and monitor the traffic patterns, during both day and night.



Note the types of crowds, looking for the people you've already identified as your ideal customer. Do they appear, and if so, when? If the only time your ideal shopper strolls through is early Saturday morning, you may not be able to attract enough shoppers to support your business. Many purchases are made on impulse, but your customer must be in the area before that sudden urge to buy strikes. Note the type of crowds that gather in the area toward the evening hours. A group of boisterous teenagers may make you suddenly nostalgic for your own reckless youth, but they will also keep certain shoppers away.

If the storefront sits on the street, monitor the auto traffic. A busy road can prove too busy if the pace of traffic discourages drivers to slow down and turn in to your parking lot. Is there a turning lane, and a progression of traffic lights to regulate the flow? These can actually encourage people to pull off the road for a shopping diversion. How visible is the store and storefront from the road? *continued...*





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CIRCLE READER RESPONSE #54 FOR MORE INFORMATION

With outdoor and stand-alone locations, be sure to check the night lighting. A dimly lit, inaccessible parking lot will discourage some night shoppers and invite after-hour thieves.

GETTING DOWN TO THE DETAILS



You've done all your homework, and you're still encouraged? Relay your interest to the landlord or his authorized representative and inquire about the property. Once you know the space is available, your first and foremost question will be "How much?"

THERE'S MORE TO COSTS THAN JUST RENT

Be aware, though, what initially appears to be a big bargain can cost money and business in the long run. With a conventional store, location serves as a main marketing tool. The wrong location will put you out of business. Visibility, accessibility, traffic patterns, and the condition of an area all help determine rent. Corner properties always command top dollar. Stores along the main drag rent for much more than those straddling a back alley.

Finding out what it will cost you to rent some space entails much more than establishing the monthly rent.

continued...

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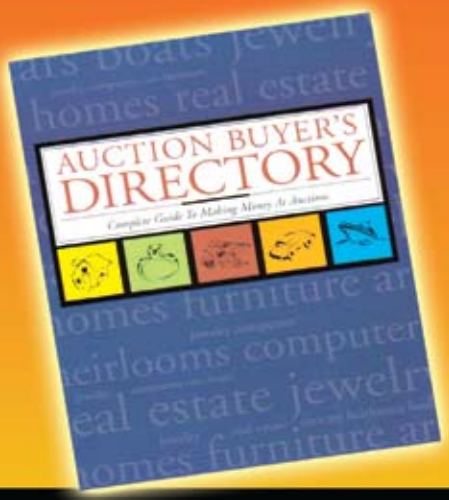
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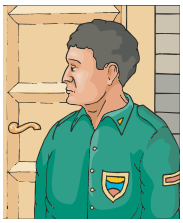
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It's your responsibility to determine what the rental agreement includes, and how far the landlord will go to accommodate you. For starters, what will you be getting for your money? Commercial leases are usually based on square footage. You should be paying only for usable floor space that can be carpeted. Get out your tape measure and make sure you can use every foot you'll be paying for. Then find out what the landlord will be willing to do for you. Will he take care of or contribute toward renovating the space for your needs, or will he simply supply you with an empty shell? What will that include, in terms of utility connections and other services? Will you be obligated to return the building to the condition you find it in if you ever decide to vacate? Is the store paneled or carpeted? Who pays to upgrade the utility service so it meets your needs? How are the utilities billed? Are they included in the rental fee or billed separately? What about security patrol, alarm systems, and trash hauling? Will these carry additional, separate charges? What type of insurance does the landlord provide?



What will you, as store owner, be required to carry? The answers can all provide you with points for negotiation when you sit down with the landlord to work out an agreement.

INVESTIGATE THE SITE'S COMMERCIAL HISTORY & ZONING

Before you enter into final negotiations of a lease or sales contract, investigate the commercial history and zoning status of the property.

continued...

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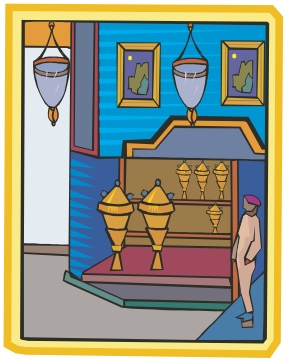
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CIRCLE READER RESPONSE #13 FOR MORE INFORMATION

How many stores occupied the site in the last 5 years? A progression of tenants says, proceed with caution. You may want to contact the owners of some of those businesses, particularly if one tried a store like yours at that location. Be sure to check the certificate of occupancy for the space that interests you and make sure you can use the site as you intend.

Sop by city hall to find out the zoning status of the property. Explain what type of business you plan to locate there and ask if there are any restrictions that should concern you. Also inquire about any restrictions on the size or placement of signs or billboard advertising at the location. A store that can't place signs is anonymous; in retailing, anonymity invites failure.



While at city hall, remember to ask if there are plans for immediate construction in the area, or any long-term improvement projects that will block or detour traffic in the area. Any of these could disrupt normal business long enough to put the start-up business at risk.

IF YOU'RE A BUYER, YOU'LL NEED TO DIG EVEN DEEPER

If you're intent on purchasing a location for your store, you'll need to undertake an even more thorough investigation.

continued...

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Unless you find an outstanding bargain, buying your store site adds to the financial burden that goes with starting a store. Ideally you want to do whatever you can to minimize the risks during your first year of operation. So if you must buy the site, scrutinize everything about the site and your sales agreement closely to ensure you get exactly what you expect, with no hidden liabilities.

In addition to the history of the site, zoning, and possible future development, you'll need to investigate the structure itself. Ask that the seller produce an engineer's report on the condition of the building. Make sure the sale includes rights to adjacent parking. Examine the building with an eye to one day expanding your business. Will the usable space grow with your success, or could you one day face costly reconstruction or relocation? Any immediate renovation required will greatly add to your set-up costs. Things you must do to upgrade or improve the facility should be considered points of negotiation when setting the sale price.

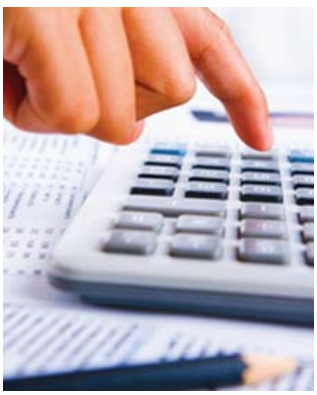
NEGOTIATING THE LEASE OR SALES CONTRACT



Understand that before you sign any contract, there are several things that it's in your best interest to negotiate. The standard commercial lease is entirely pro-landlord. You want a contract that's fair, one that will help you give your store its best start. As you enter into negotiations, recognize the commercial real estate market is now a tenants' market.

continued...





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TRY TO ADJUST THE LEASE TERMS TO MEET YOUR NEEDS

The landlord should be eager to accommodate you. Seek a lease that allows flexibility, with an option to renew written into the agreement. The ideal situation will be a 5-year lease with the right of renewal for another 5 years at the end of the initial period. Recognize that a short-term lease can be more dangerous for you than a long-term lease. With the short-term lease, however, the landlord enjoys considerable leverage once your business is up and running, wholly dependent on its location. Again, you never know how your business will fare until you open the doors. After a year, you'll know if you're in the right place.



If success arrives early, you may need to expand your store into adjoining space, or find larger facilities in the same building.

Ask for right of first refusal should adjoining space become available. It's within your rights to request a radius clause, whereby the landlord agrees not to lease space to other retailers in direct competition for the same sales. Since you're starting a business, see if the landlord is amenable to a graduated payment scale, with your monthly rent increasing over time. Agree on a date when a specific increase will take effect, at least a year after you open your doors.

continued...

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CIRCLE READER RESPONSE #68 FOR MORE INFORMATION

In today's market you can look to your landlord for help with other aspects of the start-up as well. The cost of renovation will prove one of your most expensive out-of-pocket investments. See how much of that expense your landlord will assume, or finance. It may add to your rent, but it will relieve you of some initial financial burden.

$¢$¢$¢$¢$¢$¢$

When negotiating, always keep your long-range interests in mind. You want to secure the right to assign the lease, without liability, should you decide to sell your business or close shop. Whenever an action on your part will require the landlord's consent, you want an assurance the decision will be made in a reasonable and timely fashion.

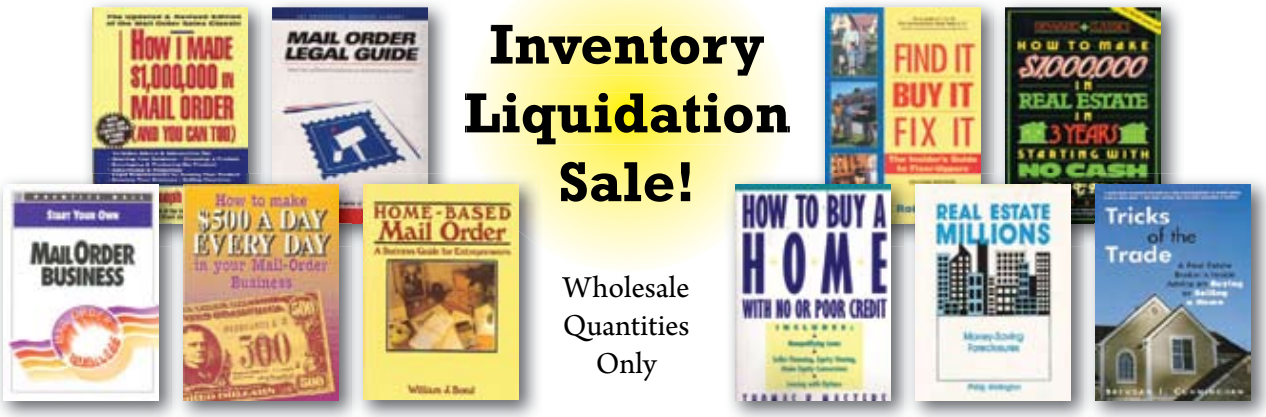
RESPECT THE LANDLORD'S NEEDS, HOWEVER

Throughout negotiations, respect the seller's or landlord's interests as well as your own. All negotiations are a process of give and take. You need space, the landlord needs to fill it. He has no guarantee of a permanent tenant until your business succeeds. Asking him to tie up his property with that uncertainty poses a risk he may want to be compensated for. You may be asked to pay more in rent in order to enjoy that option. Work toward a common ground that fairly takes into account the needs and interests, long- and short-term, of both parties.



continued...

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MAKE SURE ALL THE BASES ARE COVERED

Everything that concerns you as the store owner should be expressed in the lease or contract: your responsibilities, what the landlord agrees to supply, the occupancy date, the structure of the payment schedule, how any additional expenses for utilities or maintenance will be determined, your rights regarding potential subleasing or assigning of the space to a third party, and an acceptable method for terminating the lease by either party. In the event that you and your landlord should butt heads over something related to this agreement, the contract should also spell out both parties' right to arbitrate or mediate your differences through an independent agent.

MAKE SURE YOU CONSULT YOUR ATTORNEY

Before you agree to any contract, consult an attorney. Legalese is a language in itself, and you need the services of an interpreter. When it comes to fine print, follow your attorney's advice ... to the letter. Your attorney should be involved throughout the negotiation process to make sure your rights and interests are protected. Have him or her explain every clause of the contract, and any riders to it, so you know exactly what you're agreeing to. When it comes to negotiating and signing contracts, a competent business attorney is your best protection.



continued...

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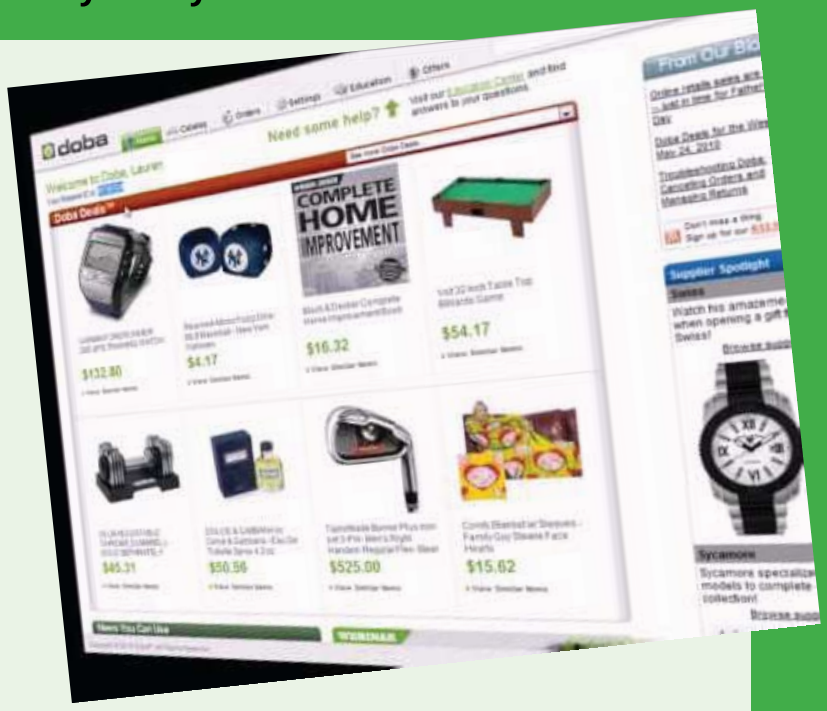
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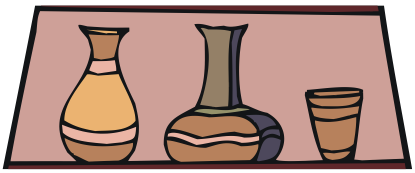
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SIGN AS A CORPORATE OFFICER, NOT AN INDIVIDUAL

One more note about the contract. We'll discuss your options for structuring your business to your best interests later. But at this point you should understand that it's in your best interest to sign the lease as the principal of a corporation (your business,) not as an individual. Even if you structure your business in some other way, use a corporation name when signing the lease, even if the corporation exists soley for that purpose. What if your store goes bankrupt in its third month but you've signed on for the rest of the rent, whereas if you signed as the principal of a corporation, your personal obligation is nil.

LEASEHOLD IMPROVEMENTS

After signing the lease, you'll be able to turn your attention to creating your store. If you think store design is a do-it-yourself project, an area where you can cut corners, forget it. Until your store's personality is established through advertising or word of mouth, its look will be your only way to convey its unique qualities to shoppers. The design will invite them in or keep them away. Approach design with an eye for economy, and your "savings" could deny you success.



continued...



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CIRCLE READER RESPONSE #31 FOR MORE INFORMATION

DESIGN FOR SUCCESS, & DON'T FORGET SECURITY

Effective store design may seem easy, but there's much more to it than putting products on shelves and racks. Here's another area in which it may be best to turn to outside help, at least in the initial design and setup of the showroom floor. A professional store designer brings a knowledge of the psychology of color and lighting, and understands how to direct traffic through the store. Such visual cues will help a retailer realize the maximum sales potential for his sales floor.

If you decide to design the store yourself, spend a lot of time in other stores exploring the details that contribute to effective design. Take



notes on how your senses are stimulated as you move through the store. Recognize how color promotes a mood, and lighting directs your attention to what the store wants to promote. How are the themes of the main displays reinforced throughout the shop or department? What do you find to be the comfortable heights for racks and shelving? What types of signs make the best floor directory to products and departments?

There's a deliberate decision behind the placement of every product in a successful store. Highly profitable but low-cost impulse items can usually be found in several areas of the store, most visibly right near the front counter.

continued...





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A product that's much in demand is often placed in the back, compelling shoppers to walk through the store and visually sample everything else the store has to offer. Related products and accessory items are placed nearby as well as in other areas to give shoppers several opportunities to consider them.



While in the stores, also note how different retailers address security issues in the setup of the sales floor. Checkout counters, almost always staffed, typically sit where the employee has a direct line of sight to all areas of the store. Sometimes this vantage point is near the front door, or in a counter kiosk slightly elevated above the rest of the sales floor. In stores with a lot of angles, concave mirrors or video cameras serve as practical and psychological deterrents to pilferage. Security poses such a critical issue, and protection against theft and pilferage is such an important consideration, the start-up retailer should seek expert advice. Store designers bring a thorough knowledge of security issues to the projects. If you're not using one, at the very least set up a consult with a local security firm, preferably one specializing in commercial or retail accounts. You'll find them listed online and in the phone book.

FLEXIBLE DESIGNS WILL TRANSLATE INTO SAVINGS

Taking all these into consideration, you should plan a certain degree of flexibility into your store design.

continued...

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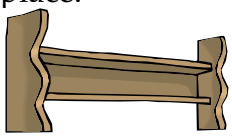
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The first and most obvious reason is one of economics. Permanent fixtures and renovation are expensive undertakings. You don;t know yet if this site will be the permanent home for your store. What you spend to improve that site will only serve you in that location. If you decide to relocate, you'll be making the same investment all over again. A modular approach to design, with portable fixtures and displays, also allows you to maintain a certain degree of freshness in the look of the place.

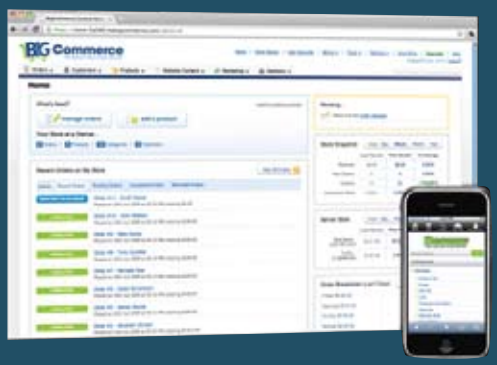


While shoppers expect a certain consistency in a store's look, they respond well to occasional redesign. That may be as simple as highlighting a different product in your main display area, or moving your racks to redirect floor traffic from time to time. When you redesign a store, you invite shoppers to explore the place anew, and in the process, hopefully discover some of the products they may have missed before. A flexible, modular approach to design will allow you to move displays and departments easily. It can prove less expensive in the short term, and more beneficial to the retailer over the long term. It represents one of the most sensible ways you can guarantee maximum return from a necessary investment.

SOLICIT 3 DETAILED BIDS FROM QUALIFIED CONTRACTORS

Unless you'll be handling the renovation work yourself, you'll need to supply those you hire to do the work a set of blueprints for what you want done.

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These plans should be detailed diagrams, with exact specifications on where work is to be done and what materials are to be used. Here's another reason to seek the help of a store designer or architect. You can't expect anyone to work from the rough sketch you scrawled on a napkin and realize your vision of the store. It's fair to neither you nor the contractor. The more specific you are about what you want done with the space, the more detailed and accurate will be the bids you receive from contractors.

Never assign construction work based on a single bid. What contractors charge, and what they try to get away with, varies greatly. Two bids are nice, three is ideal. When the bids are submitted, make sure to ask each contractor for proof she carries adequate insurance. Always ask for names of people she has done similar work for in the past. Call these references and visit their sites. After you've had the chance to review the bids and check references, give the job to the contractor you feel most comfortable with. That doesn't necessarily mean the lowest bidder. After picking one, approach the contractor about financing the work. Explain your situation as the owner of a new business. See how much the contractor will work with you, to ease your financial burden. In the final bid, the contractor should describe exactly what she will do, her fee, what materials or permits it covers, and when she will complete the work. As protection, you need to insert a penalty clause – which specifies your options if the work isn't completed on schedule – before you accept the contractor's bid.

continued...

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In general, don't agree to any work at an hourly rate, even when there's a ceiling on hours. You could exhaust your renovation budget and end up with a job that's only partially completed.

KEEP AN EYE ON THE WORK WHILE IT'S BEING DONE



Try your best to be around while the construction is taking place. If you can't be there all the time, get in the habit of popping in unannounced to check on the progress of the job. When informed something is broken or worn and must be replaced, ask to see it. When the project is completed, thoroughly inspect it. Pay promptly when satisfied, and not until then. Once you've signed the check, you've surrendered your leverage, short of legal proceedings, with the contractor. When the contractor is through, you want to spend your time setting up shop, not finishing her job.

THE BUSINESS PLAN

Can you tell me how to get from where I am to where you are ... without a map? Creating a success as a retailer without a business plan can prove just as challenging. I could find you, eventually, were I to spend a good part of the future wandering the planet. And success could be yours if you never commit your goals to paper. It's just that committing a plan to writing makes it so much easier to know where the store is going, and how far it has come. With a written plan you won't do so much stumbling around in the dark.

continued...

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After you've identified a lucrative market niche, and scouted locations and real estate prices, you can get to work finalizing your business plan. In reality, you're developing aspects of the plan as you conduct the research that convinces you to open a specialty store. Now it's time to use what you've learned to outline the goals of your business and how you intend to get there.



A well thought-out business plan can be your most important resource when building your business. It's the toolbox containing all the information, inspiration, and strategy for realizing your dreams of independence. The plan maps the store's future, tracing the route you've selected to your goals. It's a journal of the process and progress that gets you there, a yardstick with which you can measure how far you've traveled on the road to retail success. Finally, the business plan serves as a compass that tells you when you've wandered off course, and directs you back onto the path that leads to your goals as a store owner.

Your plan need not take the traditional form advocated by business professionals for generations. That form was designed with professional investors in mind. It was drafted to put your business in a context that a banker or venture capitalist could understand. There's no need for you to do that now, simply because, as we'll see later, there's no way the banker or venture capitalist will lend you money to start your business. **But you do need to put your plan in writing, for a variety of practical and personal reasons.**

continued...



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As we'll discuss, you'll be approaching others for financial support as you start your business. They may not be members of the professional investment community, but they will want to know where their money is headed, and when they should expect a return. Present them a written plan, with detailed financial analysis and projections, and they'll be a little less leery of the venture.



Whatever format you choose for the document, it should include a statement of mission – why the store exists – and demonstrate you have the credentials to make the store concept work.

The plan should demonstrate how you propose to make your specialty store a success, and what that will require in financial resources, with a detailed breakdown of financial needs, including the cost of start-up and annual operations, as well as sales projections.

ON A PERSONAL LEVEL, A BUSINESS PLAN PROVIDES A FOCUS FOR YOU AND YOUR RETAIL VENTURE.

This written document should serve as your business handbook, a guide to what you want your store to become, and how to get there. It should be so thorough, so comprehensive, that you can turn to it repeatedly for an update on your progress, advice on keeping the business on track, and the inspiration to forge ahead.

continued in next issue ...





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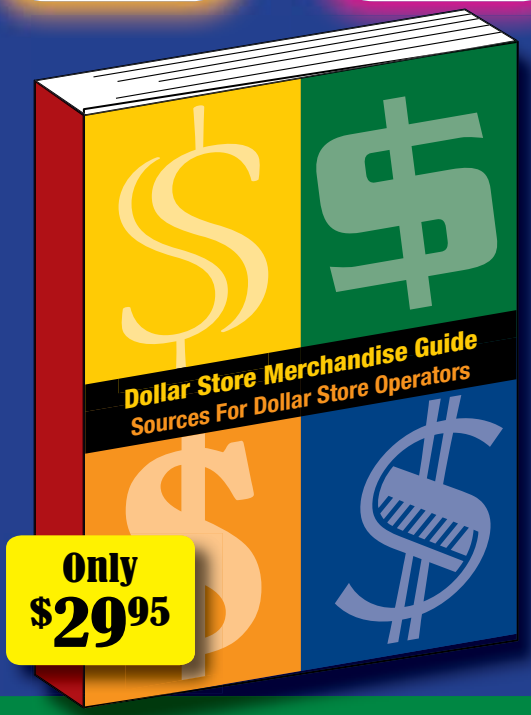
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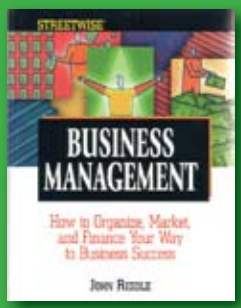
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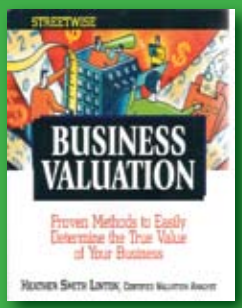
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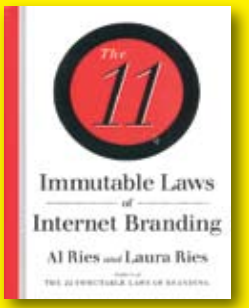


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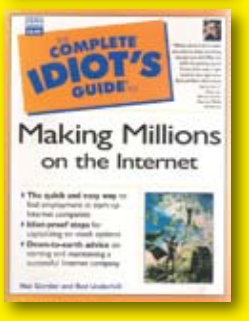


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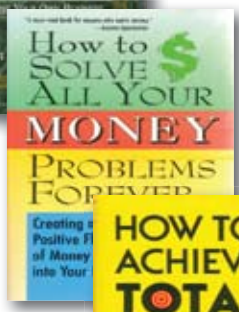
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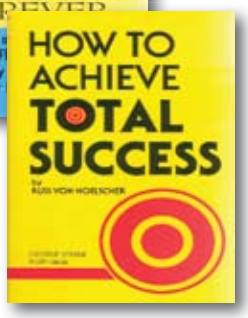
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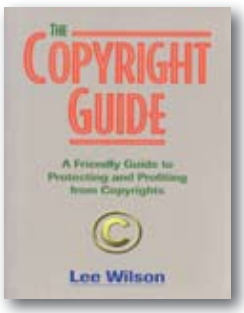
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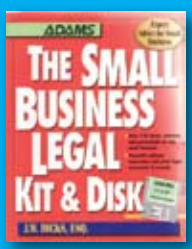


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BUSINESS DIRECTORIES

Sales Rep Directory



Increase your business and product sales by adding independent sales reps to your organization! It has never been easier to organize a sales force! This newly compiled guide, lists reps in ALL areas and territories. Names, addresses, phone and fax numbers so you can get started right away. Unlike other guides, it clearly outlines the products they handle! Over 150 pages! USA and Canada.

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USA Trade Show Directory

There are thousands of merchandise trade shows held every year that can hold the key to your business' success. The Annual Trade Show Directory features complete listings of all major show throughout the United States and Canada. Listings are categorized by industry in an easy-to-follow date order. Listings also include organizers addresses, phone and fax numbers, websites, in addition to detailed descriptions of each show including attendance figures of both exhibitors and attendees.

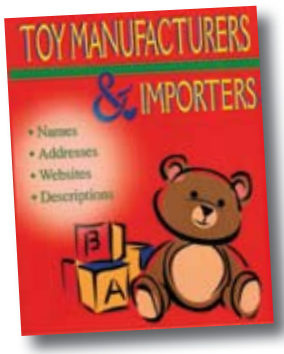
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Industries Induded:

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Toy Importers & Wholesalers

This is the definitive guide for finding toy suppliers. Features over 156 pages of listings of both importers and manufacturers. Included are names, addresses, phone and fax numbers as well as company websites and e-mail addresses and descriptions of lines carried.

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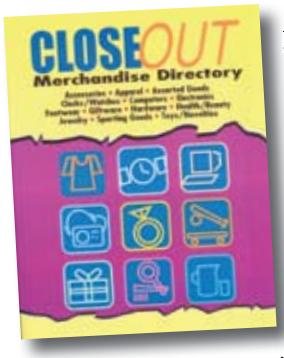
Dollar Store Merchandise Guide

The most complete directory of wholesalers and manufacturers in the USA specializing in dollar store merchandise. Hundreds of companies are listed with complete contact information, including the type of products they sell. If you have a dollar store, or are planning to open one, this new directory is a must!

Order No. DSM- Dollar Store $29.95



USA Closeout Directory



Now, more than ever, it is essential for the success of your merchandising business to buy goods at the lowest prices possible. Our best-selling USA Closeout Directory shows you how and most importantly, WHERE. Hundreds of closeout dealers specializing in selling goods often priced as low as 10¢ on the dollar are listed. Retailers, flea marketers, home party plan sellers ...anyone who sells merchandise needs this directory! Clothing • Electronics • Jewelry • Toys • Watches • More!

Order No. 4 - Closeout Directory - $29.95

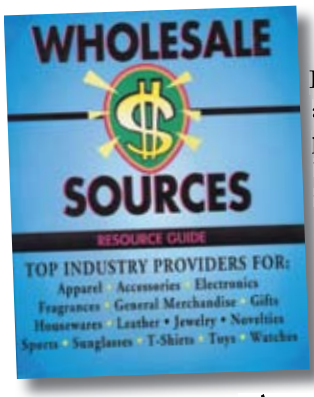


Dollar Store Location Guide

Brand new, exclusive Directory of over 3,400 Independent Dollar Stores located across the US. We provide you with names, addresses and numbers in easy-use, zip-coded order. This long-awaited Directory is updated annually and represents the most comprehensive listing of independents available anywhere at ANY price! 451 Pages! Available in Book or CD Format

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Wholesale Sources



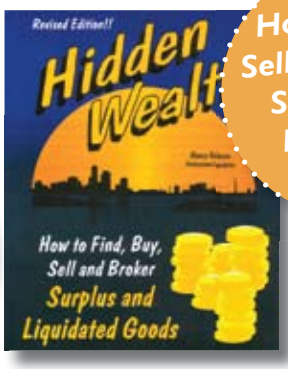
Jam-packed with 1000's of wholesale sources across the USA

Imagine a book putting 1000's of wholesalers at your fingertips! This is the most accurate and useful resource guide you'll ever own and refer to daily!

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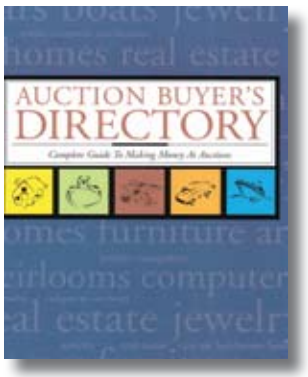
How to Find, Sell and Broker Surplus and Liquidated Goods

With this authoritive Directory, you will learn to turn pennies into dollars and get goods dirt cheap ...even free! Written by a retired liquidator, the author shares his well protected secrets and workings of this extremely profitable industry. Learn why those in the business have kept it confidential. You can now have a piece of it.

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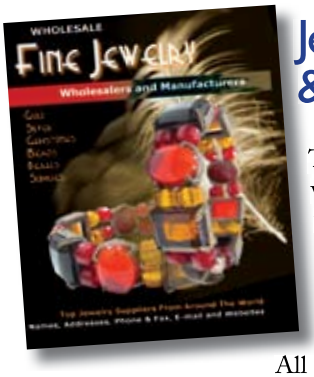
Auction Directory



This is THE definitive guide to auctions! It not only tells you WHERE all the auctions are (all 50 states) but also HOW to participate in the auction process. Cash in on all government auctions, housing auctions, jewelry, cars, boats and more. Up-to-date information gives you names, addresses and phone numbers! And, unlike other auction websites or programs that require you to purchase updates or subscribe to monthly or weekly pay-per-listing services, once you have this book - You need to buy nothing else! It's an incredible book you can use minutes after you receive it. Change your life today. Buy a home, car, or indulge in jewelry.

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Jewelry Wholesalers & Manufacturers



This exquisite directory will bring the world's finest jewelers directly to you! Featuring fine jewelry of all types including: • Beads • Diamonds • Gemstones • Gold • Silver • Much More! The suppliers list their names, addresses, websites and specialties.

All feature high-end quality jewelry that is sold wholesale for resale. You would have to travel the world over to view the thousands of suppliers listed in this brand new directory. If you are in the jewelry business and looking for new, high quality suppliers, you must order this directory!

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Hobby & Craft Suppliers Guide

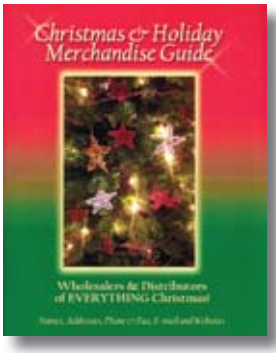


The crafts industry is one of the hottest-growing segments in the marketplace today. Scrap-booking, painting, needle-crafts and sewing are hobbies that are sweeping the nation. We have compiled the ultimate directory of wholesale suppliers furnishing materials for this huge industry.

• Art Materials • Baskets • Beads/Trim • Ceramics • Dolls • Fabrics • Floral • Holiday • Paint • More!

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Holiday Merchandise Wholesalers & Manufacturers



Introducing our newest directory that puts the country's largest suppliers of holiday merchandise at your fingertips. Seasonal merchandise is a mainstay of the industry, but up until now it was hard to locate the thousands of suppliers scattered across the country. We have ended your searching with one directory which includes all types of wholesale merchandise: • Bows • Candles • Cards • Costumes • More

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Wholesale Gift Guide



A Great resource to locate higher end decorative merchandise. This gigantic 400 page guide is the definitive resource guide to finding suppliers for gift products. Listed by category, over 4,000 leading wholesalers and manufacturers servicing the gift industry are included.

- Accessories
- Collectibles
- Floral
- Gifts
- Home/House

You'll refer to this on a daily basis to find new suppliers for products.

Order No. GG Gift Guide $39.95

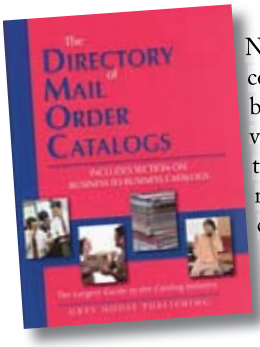
Annual Guide to the Licensing World



Here is an incredible Directory that guides you through the world of Licensed product merchandising. Need to know who owns a license? Who to contact to distribute a licensed product? This book has all the answers and covers the entire world! Licensors: Listing of companies that are the agents and license holders. These are the sources that you would apply to if you wish to obtain a license to manufacture merchandise. Licensees listed here you will find the companies who distribute licensed merchandise. Full listings include categories of merchandise each company handles. Contact these companies to buy the licensed merchandise that they have manufactured. The licensed merchandising industry moves billions of dollars of products every year and is one of the fastest growing segments of retailing.

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USA Mail Order Catalogs



New for this year is a compilation of BOTH consumer mail order catalogs in addition to business-to-business catalogs in one huge volume! Part one of this incredible collection of mail order catalogs provides the most comprehensive look at the consumer catalog in the industry available anywhere. Over 7,000 consumer catalog companies are listed under 44 various product chapters from Animals to Toys and Games. Catalog size, number of catalogs mailed, sales volume and key executive names are provided for ease in marketing your products to these catalogs.

The second part of this directory provides details on suppliers of everything from computers to laboratory supplies; office products to office design; marketing resources to safety equipment. Just about every kind of product or service that a business needs to operate is covered.

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BUCKS FOR BLING

Accessories Sourcing Directory



The comprehensive directory provides you with direct sources for the designing and manufacturing of bags, belts, hats, shoes, gloves. You will find the top companies to help you produce your merchandise directly at their factories.

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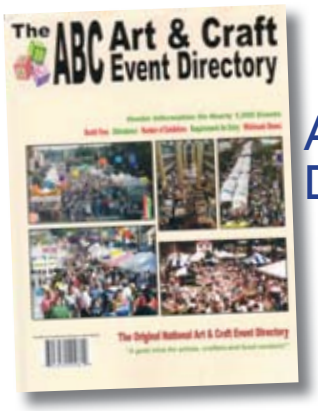
Sourcing For Jewelry Makers Directory



Up-to-date and easy-to-use directory solving your jewelry materials sourcing, production and contracting needs. If you are considering your own line of jewelry items this is a must-have in locating materials and factories to produce it.

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ABC Event Directory



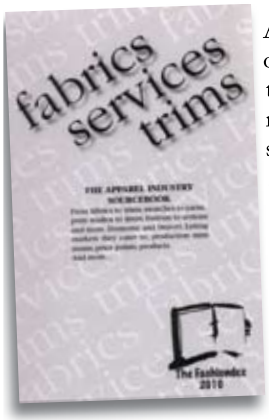
Over 1000 events listed nationally. This book shows fees, attendance and requirements to exhibit at crafts fairs and events. Guide lists events that run through the entire year. Since the discontinuation of "Special Events" this is THE definitive guide to arts and events festivals and fairs.

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APPAREL BUSINESS DIRECTORIES

Fabrics, Services, Trims



A complete and updated guide listing over 2,600 nationwide suppliers of all types of domestic and imported fabrics, trims and notions, plus forecast services, swatch design studios and more for the apparel and design industries. Listings include sales manager's name, price points, minimums, etc. Fabric and trim manufacturers, converters, jobbers and reps are listed. This sourcebook provides you with MATERIALS and sources to make your own goods.

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Directory of Brand Name Apparel Manufacturers

Updated and easy-to-use directory listing brand-name label manufacturers and importers in the women's, men's, children's and accessory markets. Developed and targeted for store and catalog buyers to shop the apparel and accessory markets easily, there are over 2,800 brand name labels listed, broken down by types of apparel classifications. If you are looking for the SOURCES for brand name goods, this directory is for you.

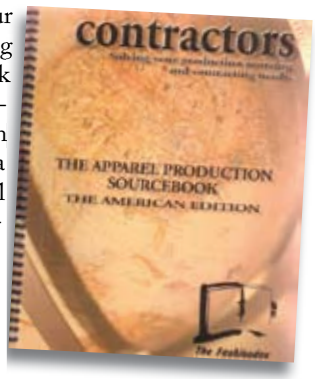
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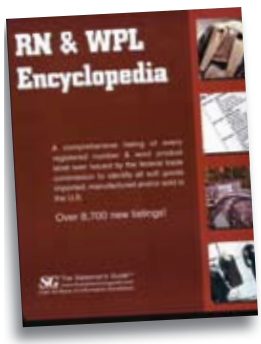
Apparel Contractors (USA Edition)

This up-to-date directory solves your production sourcing and contracting needs in the Americas. The sourcebook includes: sewing, cut-n-sew, and finishing contractors and apparel production services from within the U.S., Canada and South and Central America. All factories are sorted by clothing classification and by U.S. state or by country. This directory will help you put your own designs into production.

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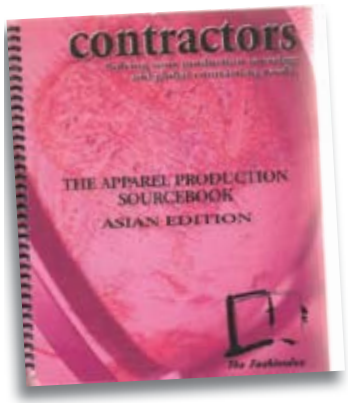
RN & WPL Encyclopedia



A comprehensive listing of every Registered Number and Wool Product Label ever issued by the Federal Trade Commission to identify all sorts of goods imported, manufactured and/ or sold in the U.S. Over 126,500 records including contact information for more than 31,500 manufacturers, importers and wholesalers of apparel and textile goods. Listings include where available: RN or WPL number, contact names & titles, street addresses, phone & fax numbers, website & e-mail addresses, type of business and product information.

Order No. RN8. Directory $285

Order No. RN8C Directory/CD Combo $475



Apparel Contractors (ASIAN Edition)

This up-to-date directory lists apparel and accessory manufacturers, exporters and contractors from countries throughout Asia and the Middle East. All types of woven and knit garments listed and sorted by country, product type, and by brand-name labels they manufacture and export. Factory listings include company info, annual sales, lead times, production capabilities, product types, etc. This directory is a SOURCE GUIDE to find factories to manufacture YOUR own apparel and accessories.

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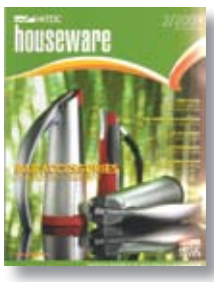
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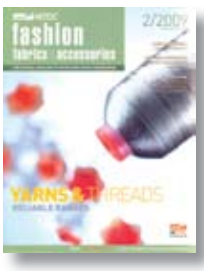
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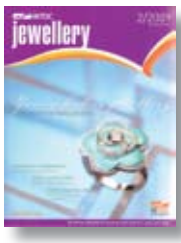
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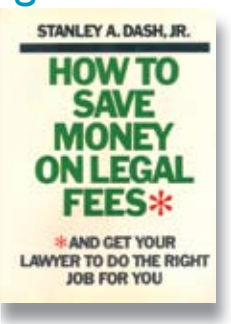
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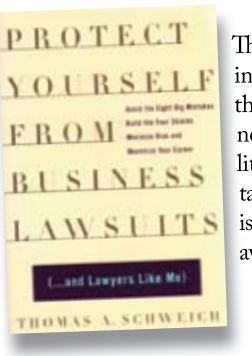
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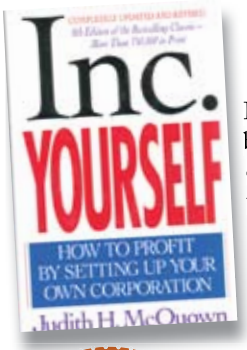
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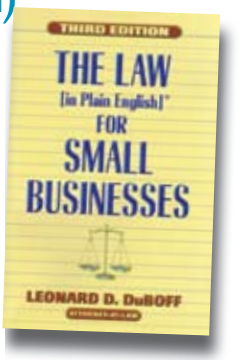
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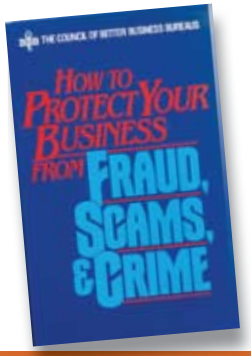
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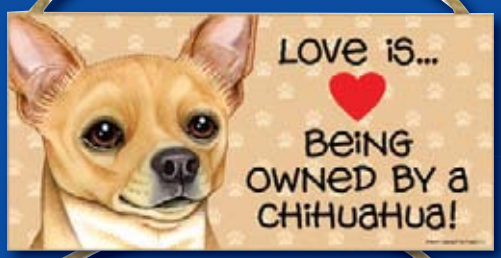
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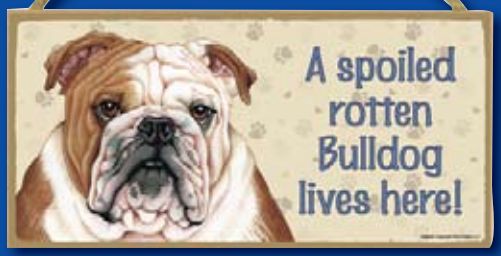
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