



The Travel Goods Show

The Industry Event

Onward and Upward

The Travel Goods Show is on the move — moving up, and moving out. Visitors to The 2010 Travel Goods Show are in for a very different Show experience, with even bigger changes in store for 2011 as The Travel Goods Show heads to the Windy City and sets up camp in Chicago's McCormick Place, the country's biggest convention center.

The Travel Goods Show is stepping it up for 2010, with significant space discounts for exhibitors, plus priority status for 2011 if they exhibit in 2010. Furthermore, TGA is aggressively courting new buyers and media by cross-marketing The Show with other trade groups, and wooing new retailers with an offer for two night's free lodging and a \$200 travel rebate, which is sure to draw retailers eager to discover new lines and products in this lean economy. Retailers who have visited The Show previously (2008 or 2009) will receive a rebate for their second night's stay in one of The Show hotels.

What's more, the 2010 Show is going to be a whole new experience, whether you're a first-time Show-goer or a seasoned vet. One of the biggest changes will be a new layout that groups exhibitors by product category, which helps orient new buyers who'll know what product categories they're interested in, but may not know the industry players. You can expect last year's successful

seminar format to continue for 2010, although topics and speakers are still being determined. The Show was early in the planning stages at press time, but look to the Show website (www.thetravelgoodsshow.org) for the latest postings as plans start to take shape and solidify.

Even bigger changes are in store for 2011, when The Travel Goods Show pulls up stakes and heads to Chicago, to co-locate with the International Home + Housewares Show March 6-8. It's a big, bold move, one that promises to pay dividends with the very realistic possibility of double-digit growth in buyer attendance for The Travel Goods Show. It's a move that's been in research/planning stages since February, and welcomed by TGA — whose board voted unanimously for co-location — and the International Housewares Association.

It's important to note that this is *not* a merging of the two shows, which will continue to operate as separate, autonomous entities. But by being located at the same time and place, there are opportunities to save costs and expand selling opportunities for both shows. This includes reduced costs for registration, security, busing and lodging, which will appeal to exhibitors and attendees alike, and sharing of media and attendee lists, which will be a boon for exhibitors.

The potential payoff for The Travel Goods Show is huge. This year's International Home + Housewares

Show drew 60,000 attendees, 23,000 of them buyers. And because both shows will honor each other's badges — a Housewares Show badge gets you on to The Travel Goods Show floor and vice versa — that's a lot of new eyeballs and retail accounts that'll be walking the Show. IHA and TGA will be actively cross-marketing, using each other's media and attendee lists to improve attendance. If even just two percent of Housewares Show attendees cross over into The Travel Goods Show, that's 1,200 new people who've never been exposed to TGA's Show and exhibitors, and a lot of potential new business.

The Housewares Show is a perfect fit for The Travel Goods Show. There's minimal product crossover between the two markets, yet housewares buyers for large retail operations are often charged with sourcing luggage and travel goods. What's more, several TGA members regularly exhibit at the Housewares Show, with good results, and the timing of the show suits our industry's product and retailing cycle.

It's a tremendous opportunity to add vitality and bring new buyers to The Travel Goods Show, but still allows TGA to maintain its own identity and directly serve its members' needs.

With more than 18 months to go until Chicago there's plenty of planning ahead, and a lot of details to work out. So keep an ear to the ground, and an eye to the TGA website for relevant info as it becomes available. ■