



There are so many excellent reasons why you should attend the 2009 Craft & Hobby Association Winter Show in Anaheim, but the best one is to save money!

Lots of money! And here's how:

1. You save money by being able to meet and do business with hundreds of exhibiting companies in four short days at the show. You know the value of face-to-face meetings – they are always more productive, and they often result in real savings for you and your company.
2. You save money by learning what it means to be really “green.” This is an important focus of the 2009 Show because “Green” is very much on your mind -- and your customers’ minds. You will learn how to create a green business with green products and practices.
3. You save money by taking advantage of a free 30-minute consulting session at the Show. CHA industry experts – and field experts – are donating their time and talents to help you solve your most pressing problems. Take advantage of high level business consultants who’s consulting rates are in the thousands for free!
4. You save money and also increase your business and industry knowledge by attending one or several of the wildly successful CHA seminar programs. There’s the Demo-nars Program, which is being repeated since it was so successful last time. There’s the Retailing for Excellence Program that is filled with seminars that answer the current needs and problems of Independent Retailers. There is the Designer Education Program that offers seminars on contemporary topics -- just for the unique needs of the designer members.

Talk about adding value -- and saving you lots of money! Plus you have the wonderful opportunity to network and socialize with friends and business associates. And don't forget to check out the international pavilions to learn about what's happening with our global friends and neighbors. Finally, there is the warm Anaheim, California sunshine to tempt you outdoors in January.

Bob Dallmeyer



Bob Dallmeyer is the only person to serve as chairman of both the International Association for Exhibition and Events (IAEE) and the Trade Show Exhibitors Association (TSEA). He was also a director of the Center for Exhibition Industry Research (CEIR). He began his career managing United Technologies Corporation's worldwide event and trade show program (\$ 6 million budget). He then switched to show organizing for Warner Brothers in Hollywood, Electronic Conventions, California Restaurant Association, and many others.

Bob writes the “Power Lunch” column for Trade Show Executive Magazine, as well as monthly columns for TSEA's web-zine E&E Professional, and Exposition World Magazine (an UFI publication, based in London). He graduated from the University of Massachusetts at Amherst and currently teaches IAEE's CEM certification programs in the USA, Europe, Latin America, Canada, and China. In 2004, Tradeshow Week named him “Showman of the Year” and in 2006, he was inducted into the Convention Industry Council's “Hall of Leaders.” His articles, books, audio and video presentations on exhibitions are in use around the world.