



# **TRANSWORLD'S INTERNATIONAL PARTY SHOW**

## **MARCH 30-APRIL 1, 2008**

### **NEC-BIRMINGHAM**

**NEWS RELEASE**  
July 2007

Contact: Samantha Hartup  
Phone: +44 (0)1525 403330

#### **IPS ENTERS SECOND DECADE WITH RENEWED DEDICATION TO RETAILERS**

##### **Dates Announced for TransWorld's 2008 International Party Show**

Birmingham, ENGLAND – TransWorld's International Party Show (IPS) is inviting international buyers, independent retailers and manufacturers to participate in the 2008 event which will be held in Hall 8 of Birmingham's NEC on 30 March – 1 April. Organisers are announcing a series of new educational offerings and special events making it a must attend event for the industry.

“We are entering this second decade of IPS with a renewed dedication to the independent retailers served by this event,” said Joe Thaler, chief executive officer of TransWorld Exhibits. “Visitors and exhibitors will both benefit from the new programs we have put in place. IPS 2008 will provide an exciting, interactive, informative and fun place to learn and conduct business.”

While the details of these programs will not be released until later this year, TransWorld confirms that each day of IPS will offer the retailer the opportunity to see new and returning exhibitors, as well as to learn how to improve their business through educational seminars, interactive demonstrations, and networking functions. TransWorld also confirms that the Opening Night (Costume) Fashion Show and the IPS Industry Dinner Dance will continue to be an integral part of the event.

“We are very excited about the new developments underway for IPS 2008,” said Samantha Hartup, sales director for the event. “Even the renowned annual IPS Dinner Dance has been updated to offer greater networking opportunities between retailers and exhibitors. And to make IPS worthy of its name, we will host a party celebration during the show.”

For more than 50 years, TransWorld Exhibits has been a leading producer of independent trade shows. Headquartered in the United States, the business, which had its roots in the housewares and consumer electronics industry, has over the years expanded its offerings to include general merchandise, Halloween merchandise, partyware, giftware, seasonal items, jewelry, fashion and accessories. The firm runs trade show located in the United States and the United Kingdom.

For more information on attending or exhibiting at the International Party Show (IPS), please call TransWorld Exhibits at +44 (0)1525 403330. More information is available on [www.partyshow.com](http://www.partyshow.com).

- ### -