



COLOURFUL COURT JESTER COMES TO LIFE AT INTERNATIONAL PARTY SHOW 2008

The colourful court jester, the new brand identity of the 2008 International Party Show (IPS), held at Birmingham's NEC from 30th March until 1st April, will come to life each day at the show to entertain visitors! The jester will lead a procession of costumes and party accessories throughout the hall and will be giving away samples and gifts from the exhibitors.

The new brand identity originated from a brief given to the creative agency for an updated logo and theme for the exhibitor and visitor marketing. Show organisers, Transworld Exhibits wanted to create an identity that brought together all aspects of the party industry and embodies everything that IPS aims to achieve in terms of atmosphere and energy. Not only did the jester capture the essence of both the show and the industry but it also gave Transworld the opportunity to create a character that could add to the festivities in its shows in the UK and America.

The 2D design of the jester was then given to Jellyhead 3D, a company renowned for its creative costumes for companies such as Proctor and Gamble, BBC Entertainment and Avalon TV. They have taken the image and transformed it into a wearable costume in brightly coloured fabrics, complete with the traditional mask and hat trimmed with bells. Jellyhead 3D has been creating promotional costumes since 1998, including a full repertoire of props, model making, TV & theatre productions and even puppets.

The jester will get its first outing at TransWorld's International Halloween Costume & Party Show, which is held in Las Vegas from the 16th to 19th March, before making the journey back to the UK for its IPS debut. And it is bound to put in an appearance at the opening night fashion show, held at the end of Sunday's show.

To add to the party atmosphere, the themes for the 2008 balloon competitions include 'Mardigras' for the table centerpiece and 'congratulations' for the balloon delivery categories. The large balloon sculpture competition will give designers a freehand to create the biggest and the best masterpieces that will 'wow' the visitors.



There will also be a costume competition as well as a new challenge for the best dressed window display. Retailers will be dressing window stations around the show floor, creating eye catching displays designed to entice buyers into their stores. All the displays will include products that are available from the exhibitors and the winner will be announced at the Industry Awards Reception prior to the annual dinner and dance on the Monday evening.

The Industry Awards Reception is another new addition to the show and will be held in the Library Suite of the Hilton Metropole Hotel, on the NEC site. The awards will celebrate the best of the party business, recognising those companies and individuals who have made a significant contribution to the industry. The reception will be followed by the dinner and dance with a fantastic evening of entertainment and fine dining. The organisers have arranged a special discounted rate for hotel rooms at the Hilton Metropole with rooms available for £50 per night.

For more information on attending or exhibiting at the International Party Show (IPS), the competitions and the industry awards, please call Samantha Hartup at TransWorld Exhibits at +44 (0)1525 403330 or visit www.partyshow.com.

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