



GIFT INDUSTRY GETS 'WRAPPED UP' IN INTERNATIONAL PARTY SHOW ATMOSPHERE

Visitors will be getting 'wrapped up' in the atmosphere at this year's International Party Show (IPS), held at Birmingham's NEC from 30th March until 1st April, as they are treated to daily seminars on in-store gift wrapping by Arona Khan. Arona has spent many years developing her expertise and techniques around the UK, across the US and in Japan.

As some of the best parties get judged on the quality of their party bags, there will also be an array of party novelties, trinkets, crafts and gifts suitable for all ages and budgets. This gives retailers the opportunity to offer a 'one-stop-shop' for party costumes, balloons, tableware, invites and gifts.

Eileen Oswald, Vice President of Business Development for show organizers, TransWorld Exhibits, said: "It's increasingly difficult for hosts to find quality gifts at a reasonable price. As people have also become more creative in the type of party or theme they adopt, it has given the gift industry and novelty manufacturers a new revenue stream and we have exhibitors showcasing craft kits, make up, fashion accessories, etc.

First time exhibitor Crafttime specialises in paper crafting, beads, children's craft and scrap booking and offers a craft party in a box. The box comes complete with all the materials and instructions needed to make up to four projects. With themed products like Halloween and Christmas as well as general items for both boys and girls aged over three years, the kits prove cost effective. For example, the 'Makes 30' kit is a particular bestseller as for only £9.99, 30 children can make a foam product to take home. The contents vary from safari animals to sparkle bugs necklaces.

Exhibiting at the 2008 event will be companies such as balloon experts Pioneer Europe Ltd, costumiers Rubies Masquerade, Smiffys and small independent designers, tableware manufacturers Unique Party and industry organisations, NABAS and the British Costume Association.



IPS attracts international buyers and independent retailers, wholesalers and manufacturers over three days. As well as a range of exhibitors launching new products to the market, the show also has a seminar theatre featuring educational workshops and live fashion shows making it a must attend event for the industry. There will also be competitions aimed at retailers and balloon sculptors as well as the renowned gala dinner and dance. Organisers are also keen to create a global party atmosphere throughout the event.

For more than 50 years, TransWorld Exhibits has been a leading producer of independent trade shows. Based in the United States, the business has over the years expanded its offerings to include general merchandise, Halloween merchandise, partyware, giftware, seasonal items, jewellery, fashion and accessories. The firm runs trade shows located in the United States and the United Kingdom.

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

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