



INTERNATIONAL PARTY SHOW PREVIEW

This year's International Party Show (IPS), held in Hall 8 of Birmingham's NEC from 30th March until 1st April, is shaping up to be the biggest party the UK industry has ever seen. With around 70 exhibitors and more pre-registered visitors than ever before, the organisers are working flat out to ensure that the event is as informative and interactive as possible.

There is so much to pack into the IPS seminar programme that sessions will begin at 8.30am on Sunday and Monday and throughout the show, each seminar will only run once so as many hot industry topics as possible are covered. Lucy Hennessy, Balloon Power, will showcase the new season's designs and wedding décor while Marc Summers, The Balloon Consultant, will cover online sales, web optimization, point of sale and Rouse CAD design programmes over four sessions.

Gift wrap expert Arona Khan will discuss how gift wrapping can increase sales as well as profitable wrapping for various festivals and celebrations and how to dress a wedding in 'champagne style with a Babycham budget'. Denise Dobson of Dandy Events will demonstrate how to dress venues and tables to best effect.

Jo Uddin of Rouse Matrix UK will showcase creative designs and how to decorate columns using Rouse Matrix balloon frameworks, while Mark Catron, Craft Time, explains the 'party in a box' concept. Debbie Cooper of Air Liquide Ltd will talk about the excitement of Helium and how to combat its shortage and A & A Studios, the theatre make up experts, will look at how to face paint for fun and with flair.

Alan Springall from Springall Alan Partnerships will look at the importance of visual merchandising, Kevin Jewsbury from Smiffy's will talk about the excitement in the retail market, and Shelly Croft from Charles Fox Ltd will look at 'blood and gore' make up.

On the Sunday evening, the Opening Night Fashion Show will preview the season's new costumes from all the exhibitors and to network with colleagues and suppliers. Visitors are invited to congregate in the catwalk area between 5.30pm and 7.00pm where complimentary refreshments will be served.



Costume manufacturers will once again be invited to enter their sartorial masterpieces into a competition with visitors voting for their favourite creation. The winners will be announced and presented with their awards straight after the Opening Night Fashion Show.

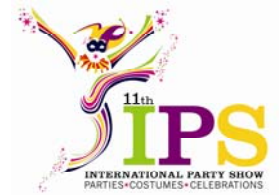
Retailers will be dressing window stations all around the show floor. With product supplied by the exhibitors, competitors will demonstrate just how they entice customers into their stores through the use of visual merchandising and window dressing techniques. Again the visitors will cast their votes for the best display as well as take away some handy tips on how to dress their own store windows. Winners will receive their awards at the Industry Awards Reception on the evening of Monday 31st March.

This year's Dinner Dance will incorporate an Industry Awards Reception from 6.00pm to 7.00pm in the Library Suite of the NEC Birmingham's Hilton Metropole. Awards include Visual Merchandising, Balloon and Costume. Once the winners have been announced, there will be a gala dinner dance offering a fantastic non-stop night of live entertainment and a superb banquet dinner.

Eileen Oswald, Vice President of Business Development for show organisers, TransWorld Exhibits, said: "IPS continues to develop and grow and as we are in the eleventh year, we felt it was time to recognize those who make a significant contribution to the Party industry."

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.

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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Show: International Party Show

Venue: Hall 8, NEC, Birmingham B40 1NT

Dates: Sunday 30th March to Tuesday 1st April

Opening times: 9am - 5pm Sunday and Monday, 9am - 3pm Tuesday

Registration: visit www.partyshow.com

Fashion Show: Sunday 30th March at 5.30pm – 7pm

Organisers: TransWorld Exhibits

Contact: Samantha Hartup on 01525 403330

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