



TRANSWORLD'S INTERNATIONAL PARTY SHOW

MARCH 30-APRIL 1, 2008

NEC-BIRMINGHAM

August 2007

NEW INTERACTIVE WEBSITE FOR INTERNATIONAL PARTY SHOW

The International Party Show (IPS), held at Birmingham's NEC from 30th March until 1st April 2008, has launched a new interactive website design to inspire comment and opinions from its visitors. The new site (www.partyshow.com) will pose industry questions and invite commentary on the industry's hot topics and latest trends, reporting the results at regular intervals. It will also offer support to visitors in the form of a sounding board where people can share their concerns and get helpful advice.

Joe Thaler, chief executive officer of organizers TransWorld Exhibits, said: "Many of our exhibitors and visitors are small independent companies who often don't have a strong network of support. For 2008, we want to provide that added value through the website as an extension of what the show stands for which is exciting, interactive, informative and fun place to learn and conduct business." The website will also include regular show updates, exhibitor news, exclusive competitions and industry headlines.

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.

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 TransWorld Exhibits at +44 (0)1525 403330. More information is available on www.partyshow.com.

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