

HMAVIEWPOINT

Industry events: relics or relevant?



Bill Jeric
HMA Vice President

“If you want to go quickly, go alone. If you want to go far, go together.” – African proverb

One of the major negative impacts of the Coronavirus pandemic on our industry and our society in general has been the restrictions placed on gatherings. So far, 2020 has seen the cancellation or postponement of most trade fairs and events within our industry, requiring most of us to find new ways to connect virtually.

Although helpful, virtual meetings and conferences lack the feeling of community, the ability to read body language, in-person facial expressions, etc. Despite these restrictions, the creativity and ingenuity demonstrated by companies and individuals have been encouraging, wouldn't you agree?

One casualty resulting from the pandemic is the 2020 NRHSA Tabletop Expo. Originally scheduled for October 2020, the conditions were overwhelmingly unfavorable toward producing a quality event while at the same time adhering to Federal and Nevada state health authority recommendations, guidelines and mandates. Meanwhile, attendance at a 2020 NRHSA Expo would have been negatively impacted by certain state travel restrictions or concerns over exposure to individuals most susceptible to virus exposure.

That said, let's instead turn our focus toward 2021 and explore the compelling reasons that exist for you to attend or exhibit at the 2021 NRHSA Tabletop Expo scheduled for Sept. 19-22.

Education: Attendees will benefit from various seminars covering a wide range of interests. Regardless of store focus, there is something for everyone. New product categories, innovative selling strategies, marketing and promotional opportunities, customer acquisition and retention, and store operational innovations are all examples of training and educational topics that will be explored and discussed.

Relationships: The ability to conveniently meet face-to-face with fellow retailers, manufacturers, distributors and industry professionals in a single forum is priceless. Honest, transparent dialog in the comfortable, relaxed environment at the NRHSA Expo results in new friendships, opportunities and knowledge.

New Products: Of course, in this age of instant global communication, the distribution of new product information to both retailers and consumers has changed dramatically. What better way to have your questions answered about a new product than directly from the designer, manufacturer or importer? The NRHSA Expo benefits attendees with unpublished specials or opportunities not generally available to non-attendees.

Hands-On Demonstrations: The NRHSA Expo affords multiple opportunities to not only view and discuss the latest products, but also, in many cases, use them yourself! From make-n-takes to RC cars, aircraft and boat demonstrations, retailers can personally experience the products their customers purchase or request.

Profits: Retailers can positively affect their bottom line through show specials, seasonal programs, and the knowledge and ideas learned through seminars, demonstrations, and peer networking.

Vegas, Baby:

Who among us doesn't enjoy mixing a little fun with business? A few days in Las Vegas (away from your store) can be the perfect respite and recharge prior to the busy Q4 selling season.

Considering the overwhelming evidence in support of attending the 2021 NRHSA Tabletop Expo, please make your plans early.

Until then, best wishes for a successful holiday sales season! **HM**



Hobby Manufacturers Association

1410 East Erie Avenue, Philadelphia, PA 19124 • Phone: 267-341-1604
E-mail: heather.stoltzfus@hmahobby.org • Web: www.hmahobby.org