



MODELS • TRAINS • RC • CARS • BOATS • PLANES & MORE!

October 16-19, 2008 Donald E. Stephens Convention Center Rosemont, IL

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FOR IMMEDIATE RELEASE

iHobby Expo™...BIGGER...BETTER THAN EVER!
Floor Space Sold Out
Introducing the Hobby University
Get Your Ticket to Ride and Dealer Paks

July 25, 2008. The 24th Annual iHobby Expo™, October 16-19, 2008 in the Donald E. Stephens Convention Center, Rosemont, IL is shaping up to be the biggest and best hobby show in years. Over 269 exhibitors in 685 booths with 64 new first-time companies will be exhibiting in almost 70,000 square feet of space. "Exhibit floor space is sold out again this year and we have a waiting list of companies desiring to enter the show," said Ed Rogala (Midwest Products), chair of the Hobby Manufacturers Association (HMA) Show Committee. "We'll fill booth spaces from this waiting list as booths become available," added Rogala.

Registration materials for trade attendees have been mailed to over 20,000 dealers and distributors in the U.S. and around the world. "New buyer categories of specialty toy, gaming and computer stores, general merchandise and gift shops have received the registration brochure along with hobby/craft/toy stores," reported Pat Koziol, HMA Executive Director and Show Manager. "Online registration is open at www.ihobbyexpo.com."

HMA's Education committee has introduced the new "Hobby University" series of business education seminars at this year's Expo. "We are offering four (4) retail business seminars on finance, store location and design, selling products online, and advertising and promotion," stated Bob Staat (McHenry Couplers), Committee Chair. "Store owners and their employers can earn a certificate for each class they complete – valuable information for today's hobby retailer," added Staat.

Additionally, all attendees are invited to the "State of Industry" panel discussion with industry leaders from the major product segments on Thursday, October 16 at 7:30am in the Convention Center. Joe Ambrose, newly appointed CEO of Horizon Hobby has been confirmed as an additional panelist. That evening, the HMA Welcome Party –

“Celebrate” – will recognize significant corporate anniversaries of pioneer hobby companies. Retailers can also get product instruction from ten (10) manufacturer-sponsored workshops as well as ongoing floor demonstrations and events over the four days of the Expo. The National Retail Hobby Stores Association invites all dealers to attend their “Mixer” on Friday evening, October 17 at 5pm for some networking fun.

Consumer days events (October 18 and 19) will include the Monster Truck Track and Tractor Pull, sponsored by the National Radio Control Truck Pulling Association, the Chibotica/Robotica Fall Competition, sponsored by the Chicago Area Robot Group and the Chicago Robotic Combat Association. For radio control enthusiasts, the 4th Annual World Micro Heli Cup and the new Phoenix Cup Airplane Competitions will take place with nationally ranked pilots and prizes for winners. “We have a new Thomas the Tank Engine train ride, sponsored by Bachmann Trains, and a “lego land” interactive display area as well as pinewood derby races sponsored by Hobby X and numerous model train layouts,” said Koziol. “There’s model hobby fun for everyone, from tots to teens to totally awesome baby boomers,” she added.

iHobby Expo™ is owned and sponsored by the Hobby Manufacturers Association. For additional information or to register to attend, visit www.ihobbyexpo.com or call 1-800-TOHOBBY.

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