

The Atlanta Apparel Exhibition at the Cobb Galleria Centre

A letter to exhibitors



The Atlanta Apparel Exhibition

The Atlanta Apparel Exhibition (AAE) stands as the most successful men's apparel show created *by sales reps for sales reps* and retailers. Unaffiliated with any trade association or real estate concern, the AAE has built its success on providing more SALES and BUSINESS opportunities for EXHIBITORS and RETAILERS, in a convenient location at a fair price. The show's growth in its first year (more than 25%), the attention it receives from industry leaders, and the participation of more exhibitors and retailers with every show, are all evidence of the tangible business opportunities it affords.

To all Atlanta Apparel Exhibition exhibitors:

THANK YOU FOR MAKING THE **ATLANTA APPAREL EXHIBITION** at the Cobb Galleria Centre a resounding success.

As a result of your support, each show represents more exhibitors and brands and draws even more retailers from around Georgia and the Southeast. The April show is the biggest yet, providing more opportunities for us all.

We celebrate the success of the AAE because it proves what we accomplish by standing together, supporting each other in our common business goals. We can all take pride in having created a show that provides greater value and convenience for all of us, including the retailers we serve. And this is just the beginning.

We, the directors of the Atlanta Apparel Exhibition Group, believe that the AAE can stand as THE apparel show in Atlanta. So, in response to your commitment to the show, we are increasing our investment in its future:

- We hired a marketing director with significant trade show and apparel industry experience to enhance direct contact with existing exhibitors and help attract additional companies.
- We are partnering with CI Marketing Communications—professionals who helped the North American Shoe & Accessory Market become one of the top 10 shoe and accessory shows in the world—to help us promote the show, enhance its reputation and increase participation.
- We are working with Deep Blue, a prominent web development company, to create a website that serves as the single source for all AAE information.

Through these partnerships, we pledge to create more sales and buying opportunities for participants; to grow the show and attract more retailers—always keeping in mind the best interests of exhibitors; and to solicit more of your feedback about the opportunities you seek, even presenting new opportunities you may not have considered.

We look forward to communicating more with you about these and other projects and programs. Thank you again for your support. You can count on ours.

Sincerely,

The directors of the Atlanta Apparel Exhibition Group





The Atlanta Apparel Exhibition at the Cobb Galleria Centre
produced by the Atlanta Apparel Exhibition Group.

P.O. Box 670807
Marietta, GA 30066
Coming soon at www.aeshow.com