



## World's Greatest Hobby on Tour

June 18, 2009

Hello,

The World's Greatest Hobby on Tour continues to bring the great hobby of model railroading to cities across the United States. Since the first show in 2004 the response from attendees, manufacturers and retailers has been extremely positive. There is a positive buzz within the industry about the shows and the difference they can make to what we all know is the World's Greatest Hobby.

In the first quarter of 2009, the World's Greatest Hobby set a record with over 40,000 people attending the show in Philadelphia. This is the largest number of people ever to attend a model railroad show.

### Some highlights of the shows:

- A new Thomas the Tank Engine Riding Train attraction to increase attendance.
- Continued entertainment and family orientation with free admission for children under 16.
- No booth price increases.
- Over 550,000 people have attended a World's Greatest Hobby on Tour show.
- No unreasonable union requirements for unloading or loading.
- Advertising and promotion budget of over \$75,000 per show on advertising and promotion.
- An exhibitor shipping program.
- Continued focus on getting new people into the hobby.

Be sure to visit [www.wghshow.com](http://www.wghshow.com) for press releases, updates, and specific show details.

We hope you will join us in promoting the hobby of model railroading.

Sincerely,

A handwritten signature in blue ink, appearing to read "Randy Bachmann".

Randy Bachmann  
Chairman



# World's Greatest Hobby on Tour

*an overview for potential exhibitors*

## What is the World's Greatest Hobby on Tour?

The World's Greatest Hobby on Tour is a model railroad show designed to introduce the general public to model railroading. The show targets consumers and die-hard modelers. The main goal of this show is to create new model railroaders. While there is selling at the show, it is not a swap meet, flea market, or junk show. The show features many attractions for the general public including, Thomas the Tank Engine Train Playland, a Thomas the Tank Engine riding train for kids, model railroad manufacturers' product displays, a variety of operating model railroad layouts, product demonstrations, how-to seminars, and much more.

## Why Exhibit?

The show provides proven exposure for your product and the industry. For years the industry has stated that model railroaders are getting older and the hobby is shrinking. This show introduces the general public to the hobby. Since the first World's Greatest Hobby on Tour show in 2004 over 550,000 people have attended. **Over half of these people had never been to a train show before!** The advertising program spends in excess of \$75,000 per show and includes well over 100 television commercials per show to promote the hobby. Our average attendance is over 25,000 people per show. You are welcome to sell at your booth if you desire.

## Affordable Prices

We think you'll agree that compared to other large model railroad shows **our booth pricing is very affordable.** In addition we have no required drayage charges and we can ship your display and merchandise from show to show for less money than many shows charge for drayage to take your display from the dock to your booth. We also go to great effort to see that our exhibitors have no unreasonable union issues.

## Experienced Management

The show is sponsored by the World's Greatest Hobby program, a non-profit organization dedicated to promoting model railroading. The show is managed by Train Show Inc. which also operates the monthly Great Midwest Train Show in Chicago and Greenberg's Train and Toy shows in the Northeast US. Advertising for the World's Greatest Hobby on Tour is done by CIA Inc. CIA Inc also provides onsite show staff. Together the staff of Train Show Inc and CIA Inc has managed over 1,000 exhibitions.

## Show Specifics

Each show occupies approximately 100,000 sqft. 50% of the space will be allocated to entertainment - 50% will be allocated to booths (about 300 booths).

### Show Hours:

- Friday 10am-8pm: Set-up
- Saturday 10am-6pm: Public Hours
- Sunday 10am-5pm: Public Hours
- Sunday 5pm-10pm: Take-down

World's Greatest Hobby on Tour • Train Show, Inc. • 120 Easy Street #4 • Carol Stream, IL 60188  
phone: 630-279-5094 • fax: 630-214-4113 • website: [wghshow.com](http://wghshow.com)

## 4th Quarter 2009 Shows



### Seattle-Tacoma, WA

November 21 & 22, 2009

Western Washington Fairgrounds, Puyallup, WA

- 14th largest market in the US.
- Marks our return to the Pacific Northwest after 2 years.
- Venue offers free parking to aid in attracting attendance.

## 1st Quarter 2010 Shows



### Washington, DC

January 23 & 24, 2010

Dulles Expo Center, Chantilly, VA

- 9th largest market in the US.
- Our second time to Chantilly. Previous attendance was 20,265 despite a monster snowstorm on Saturday night.



### Long Beach, California

February 13 & 14, 2010

Long Beach Convention Center, Long Beach, CA

- 2<sup>nd</sup> largest market in the US.
- Our second time to Long Beach. Previous attendance was 28,142.



### Denver, Colorado

February 20 & 21, 2010

National Western Complex, Denver, Colorado

- 21st largest market in the US.
- Our second time to Denver. Previous attendance was 29,056.





# World's Greatest Hobby on Tour

## 4<sup>th</sup> Qtr 2009 – 1<sup>st</sup> Qtr 2010 Booth Form



Train Show Inc • 120 Easy Street #4 • Carol Stream, IL 60188 • phone: 630-279-5094 • fax: 630-214-4113

Organization Trade Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ FAX: \_\_\_\_\_ E-mail: \_\_\_\_\_

Web Site: \_\_\_\_\_

Booth prices are based on self assessment of your company's size based on total annual sales – similar to HMA/MRD dues assessment.	Annual Gross Sales	Booth Rate
	Typical - \$0 - \$1 million	\$195 per booth
	Large - \$1 million to \$5 million	\$295 per booth
	Very Large - Over \$5 million	\$395 per booth
	Non-profit organization that <b>does not sell</b> at the show and has annual sales less than \$50,000 a year.	Contact us
NHRSA and HMA members get a 10% discount from listed booth rate.		

What items do you exhibit/sell: \_\_\_\_\_

Will you be selling at the show? (circle one): **YES** or **NO**

Are you planning to do any workshop, product demonstration or seminar you'd like us to announce over the PA system at the show? **YES** or **NO** If yes, please attach a separate sheet with the title, description and time of your demonstration.

***Please complete the reverse side of this form with the specific shows you wish to order***

A minimum deposit of \$100.00 is required when place your order. The balance due for each show is due by the end of that show. The deposit is for all the shows you reserve, not \$100.00 for each show you reserve. If remainder due is not paid by the end of the show your credit card will be charged for the remaining due.

\_\_\_\_\_ **Check** for \$100.00 is included with this order form. (Please make payable to: **World's Greatest Hobby on Tour**).

\_\_\_\_\_ **Authorize payment on my credit card for \$100.00 deposit** - Please complete credit card information.

**Credit Card Number:** \_\_\_\_\_ **Expiration Date:** \_\_\_\_\_

I plan to exhibit at the World's Greatest Hobby on Tour. I understand I will receive an exhibitor handbook including show information, regulations, terms and conditions, available additional services, hotel information and location information. I understand that my deposit will be refundable until 10 days after I receive my handbook, after that time the deposit is not refundable. I agree to hold harmless World's Greatest Hobby on Tour and Train Show, Inc., its exhibition centers, and contractors for any and all actions that may occur involving the show. I agree to indemnify the World's Greatest Hobby on Tour and Train Show, Inc. for any liability that may be caused or related to my participation under this contract.

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

***\*\*\* This form must be signed to be processed \*\*\****



# World's Greatest Hobby on Tour

## 4<sup>th</sup> Qtr 2009 – 1<sup>st</sup> Qtr 2010 Booth Form

	<b>Seattle-Tacoma</b> Washington Nov 21 & 22, 2009	<b>Washington, DC</b> (Charlity, VA) Jan 23 & 24, 2010	<b>Long Beach</b> California Feb 13 & 14, 2010	<b>Denver</b> Colorado Feb 20 & 21, 2010	
<b>Number of 10' x10' Booths</b>	#	#	#	#	<p>▶ <b>Step 1</b> Enter the number of booths you want.</p> <p>▶ <b>Step 2</b> See reverse side for your price per booth.</p>
<b>Price Per Booth</b>	\$	\$	\$	\$	<p>▶ <b>Step 3</b> Multiply the number of booths by the booth rate.</p>
<b>Booth Cost Total</b>	\$	\$	\$	\$	
<b>Standard Un-skirted 8' Tables \$15 each</b>	# ___ X \$15 = _____	# ___ X \$15 = _____	# ___ X \$15 = _____	# ___ X \$15 = _____	<p>▶ <b>Step 4</b> Select any additional add-on items you want and calculate the cost.</p>
<b>Standard Skirted 8' Tables \$40 each</b>	# ___ X \$40 = _____	# ___ X \$40 = _____	# ___ X \$40 = _____	# ___ X \$40 = _____	
<b>Other Size Tables Un-Skirted \$45 each</b> (4', 6', 42" tall tables, etc) Attach list with details	# ___ X \$45 = _____	# ___ X \$45 = _____	# ___ X \$45 = _____	# ___ X \$45 = _____	
<b>Other Size Tables Skirted \$75 each</b> (4', 6', 42" tall tables, etc) Attach list with details	# ___ X \$75 = _____	# ___ X \$75 = _____	# ___ X \$75 = _____	# ___ X \$75 = _____	
<b>Additional Chairs \$5 each</b> (Reminder: each booth comes with one chair)	# ___ X \$5 = _____	# ___ X \$5 = _____	# ___ X \$5 = _____	# ___ X \$5 = _____	
<b>Electric Drop (500watt) \$95 each</b>	# ___ X \$95 = _____	# ___ X \$95 = _____	# ___ X \$95 = _____	# ___ X \$95 = _____	
<b>9'x10' Carpet \$110 each</b>	# ___ X \$110 = _____	# ___ X \$110 = _____	# ___ X \$110 = _____	# ___ X \$110 = _____	
<b>Add-On Items Total</b>	\$	\$	\$	\$	<p>▶ <b>Step 5</b> Total Your Add-on Items</p>
<b>Show Total</b>	\$	\$	\$	\$	<p>▶ <b>Step 6</b> Add the number from Step 3 and Step 5 for your total.</p>

**Reminder:**  
**Base booths do not include tables.** One chair is included per booth - additional chairs are \$5 each. If you need tables in your booth you will need to order them. You are welcome to bring your own tables. There is a limit of 3 tables per booth. Add-on prices are 50% higher if ordered less than 7 days in advance and may not be available at show.