



## World's Greatest Hobby on Tour

October 7, 2009

Dear Fellow Train Enthusiast,

We are pleased to tell you about an exciting new show for the model railroad and toy train industry coming to your area of the country.

For years the model railroad industry has stated that the hobby is shrinking. This show was created to attract new people into and create enthusiasm for the hobby of model railroading. **This is not like any other model railroad show!** The show will have operating model railroad layouts, manufacturer displays, how-to demonstrations, entertainment and more.

Here is how being at this show benefits you:

- Increase your club membership.
- Help build the next generation of model and toy train enthusiasts.
- Enjoy the hobby for a weekend amongst friends.
- Meet manufacturer representatives and see new products.

Since the show began in 2004 the World's Greatest Hobby on Tour has introduced hundreds of thousands of people to the hobby. Thousands saw model and toy trains on TV in our commercials and news spots. What a great boost for model railroad awareness!

The show is sponsored by the World's Greatest Hobby Program, a non profit educational organization, which was founded by several of the major manufacturers.

Please read over the enclosed material and consider participating in a show that will build the next generation of model and toy train enthusiasts. If you have any questions, please contact us.

We look forward to working with you to build **"The World's Greatest Hobby"**.

Sincerely,

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.

## Show Features

Some of the show features are:

- Over 100 Thomas the Tank Trains will be set up and available for kids to play with in the Thomas the Tank Engine Train Playland.
- A Thomas the Tank Engine riding train for kids.
- Model railroad manufacturers' product displays.
- A diverse number of operating model railroad layouts.
- Entertainment.
- Trains for sale.
- Large complex model railroad layouts.
- Product demonstrations.
- How-to seminars.

## 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

## 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.



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4<sup>th</sup> Qtr 2009 – 1<sup>st</sup> Qtr 2010 Model Train Layout/Display form

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

Web: [wghshow.com](http://wghshow.com) • E-Mail: [Staff@wghshow.com](mailto:Staff@wghshow.com)

Use this form if you want to bring an operating model train layout to a show.

Club, Layout or Organization Name: \_\_\_\_\_

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

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

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

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

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

	Seattle-Tacoma Washington Nov 21 & 22, 2009	Washington, DC (Chantilly, VA) Jan 23 & 24, 2010	Long Beach California Feb 13 & 14, 2010	Denver Colorado Feb 20 & 21, 2010
Check the show you would like to display at				

Display layout size: \_\_\_\_\_ ft. x \_\_\_\_\_ ft. Gauge/Scale: \_\_\_\_\_

Is the size of your layout/display flexible? **YES or NO** If yes, please provide the: maximum size \_\_\_\_\_ and the minimum size \_\_\_\_\_ of the layout.

Number of tables (8' x 30") required: \_\_\_\_\_ Electricity: **YES or NO**

How many people are involved with the set-up, operation and take-down of your layout?: \_\_\_\_\_

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.

If asked by the local media may we give them your name and phone number? **YES or NO**

Is there anything else you require to participate?: \_\_\_\_\_

Please attach a description of the display in detail. Feel free to attach pictures, articles or any other pertinent information about the club, its members or the layout/display. List any awards or special recognition your club or layout has received.

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 display is required to stay fully set up and operating during the public hours of the show. 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: \_\_\_\_\_

*Thank you, we look forward to seeing you at the show*