

AMERICA'S PREMIER
RESORT & SOUVENIR GIFT SHOW
IN THE SMOKY MOUNTAINS

POST SHOW REPORT 2019



NEXT EXPO DATES:

SEVIERVILLE, TN
November 3-6, 2020

PIGEON FORGE, TN
November 4-7, 2020



2019 POST EXPO EXHIBITION STATISTICS

Expo Established: 1999

Expo Dates: November 5 -9, 2019

Venues: Sevierville Convention Center and LeConte Center at Pigeon Forge, TN

Number of Exhibitors: 550+

Number of Participants: 5,000+

TOP 3 REASONS BUYERS ATTEND IGES

- Sourcing new suppliers
- Networking within industry
- Staying on top of market trends

TOP 10 PRODUCT CATEGORIES



**Gifts
(General)**



**Souvenirs
& Novelties**



**Apparel
(General)**



**General
Merchandise**



**Apparel (Imprinted
Softwear/T-shirts)**



Jewelry



**Toys, Games
& Puzzles**



**Made in the
USA**



**Fashion
Accessories**

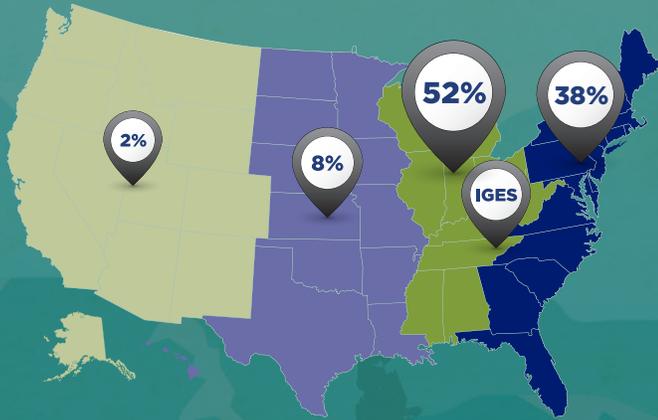


**Gourmet, Confections,
Specialty Foods**

SAMPLE LIST OF 2019 NOTABLE BUYERS

- All American Souvenirs
- American Civil War Museum
- Answers in Genesis / Creation Museum
- Appalachian Caverns
- Aramark
- Bush's Visitor Center
- Cameran Park Zoo
- Canada's Wonderland
- Cedar Fair Entertainment
- Chester Zoo
- Columbus Zoo & Aquarium
- Como Park Zoo & Aquarium
- Country Music Hall of Fame & Museum
- Cracker Barrel
- Crystal Cave Company
- Diamond Caverns
- Dinosaur Land
- Dollywood
- Greenville Zoo
- Herschend Family Entertainment
- Hollywood Wax Museum
- Knott's Berry Farm
- Meramec Caverns
- Mercantile Store
- Miami Seaquarium
- Mill Creek Resort
- National Assoc. of RV Parks & Campgrounds
- National Caves Assoc.
- Newport Aquarium
- Omaha's Henry Doorly Zoo
- Ozarkland
- Palace Entertainment
- Pilot Flying J
- Putnum Museum and Science Center
- Santa Barbara Zoo
- SAPP Brothers, Inc.
- Schlitterban Waterparks & Resorts
- Shanghai Resort
- Squire Boone Caverns
- St. Louis Zoo
- Sweet!
- Tennessee Aquarium
- Three Bears General Store
- Travel Resorts of America
- US Hotels & Resorts
- Virginia State Parks
- Western National Parks
- White House Gifts
- Wildlife Conservation Society
- Yogi Bear's Jellystone Park
- Yosemite Resorts
- Zag (Zoo & Aquarium Buyer's Group)

ATTENDANCE BY REGION



Top 10 States

1. Tennessee
2. North Carolina
3. Kentucky
4. Georgia
5. Florida
6. Michigan
7. Virginia
8. Ohio
9. Indiana
10. Pennsylvania

ATTENDEE STATS:

93% of attendees have **Purchasing Responsibility**

94% of attendees are **Retail Buyers**

70% attendees spend **over \$5,000** on Show Floor

75% of attendees are **Repeat Buyers**

DIVERSE BUYERS FROM:

Amusement Parks
Convenience Stores
General Merchandise Stores
Gift Boutiques
Hotels & Casinos
Museums
National Parks
Waterparks
Zoos

BUYERS LOVE COMING TO IGES!

Overall Attendee satisfaction score of **93.3!**

85% of attendees say **they plan to return next year!**



IGES IS THE INDUSTRY'S FAVORITE RESORT AND SOUVENIR GIFT SHOW



The largest gathering of wholesale resort and souvenir gift vendors in America.



A highly-rated show in exhibitor and buyer satisfaction, creating a productive and profitable atmosphere.



The largest selection of name-drop apparel, specialty, and customizable items in the country.



Extend your trip to enjoy the Smoky Mountains, family adventures, and great local shows, events and restaurants.



*“The Souvenir Industry owes you guys a big thank you for providing **the best souvenir and resort merchandise trade show in the world**. There is no other souvenir wholesale trade show that comes close to providing buyers with such a large number and variety of quality souvenir wholesale exhibitors and doing it with such tremendous hospitality. You roll out the red carpet for buyers and treat them like royalty. The buyer networking dinners you host provide buyers in specific souvenir market niches a chance to meet and network with their peers. Your trade show is managed and run as if it were owned by the souvenir industry with the sole purpose of benefiting the buyers and vendors that are in the business of selling souvenirs. **IGES is our number one show** and we exhibit at over 50 trade shows a year. My recommendation to any business selling souvenirs is to **not ever miss IGES.**”*

- Rick Conway, Squire Boone Village

*“**IGES is in a word . . . OUTSTANDING!** We had more fun and wrote a ton of business – another record show! Great venue, first rate mix of exhibitors and quality buyers focused on the tourist/destination market – the perfect mix for a great show.”*

-Andy & Ian Storrs, A.T. Storrs

SHOW HIGHLIGHTS



Buyers Dinners

One of the many perks of attending IGES is our specialized buyer dinners. Buyers enjoyed an evening of dinner, cocktails, and conversation with industry peers from across the nation, compliments of IGES exhibitor sponsors. These dinners provided an opportunity for buyers to relax and share ideas during round-table discussions with other buyers in their respective industries.



Moonshine Mingle Happy Hour on Show Floor

Buyers and exhibitors in Sevierville enjoyed moonshine drinks while shopping and networking with their key partners and friends.



Buyer Bucks Reward Program

IGES continued the Buyer Bucks Rewards Program where buyers earned cash back when shopping with participating Sevierville exhibitors. We saw record participation; more buyers were paid to shop and participating exhibitors exceeded their expected orders!



20th Anniversary Hoedown

IGES and the City of Sevierville partnered to celebrate the 20th year of the IGES show. Exhibitors and Attendees experienced an unforgettable night of live music, local food and beverages, giveaways and entertainment! This event also launched the inaugural "Souvy" award. Susan Mills, one of the founders of IGES, was given the award for her contribution to the Souvenir and Gift Industry.



Conservation Commerce Tours

ZAG board members at IGES offered buyers guided tours of IGES vendors on the show floor whose products carry a positive impact on our planet. The tours provided buyers an opportunity to learn more about conservation and finding new vendors that hold the same passion for helping the earth.



Cash & Carry Pavilion

IGES provided a dedicated jewelry/cash & carry area in Sevierville for buyers looking to place wholesale orders for their business as well as make personal purchases.



Made in America / Handmade Pavilion

With the growing demand for American made and handmade products, IGES proudly showcased over 80 companies across the United States that specialize in producing unique, handmade and artisan-focused products to attract specialty buyers.



Sponsored Giveaways and Daily Drawings

The first 200 registered buyers to pick-up their badge received a goodie bag filled with product samples from IGES vendors. Free to participate, this was a great way for vendors to advertise their latest products and draw additional buyers to their booth. In addition, IGES brought excitement to both Sevierville and Pigeon Forge with daily 'Walk with Bigfoot' giveaways, twice daily 'Cash Grabs', a one-time Sponsored gift card giveaway, and a door prize for the 20th Anniversary Hoedown.

IGES/Emerald Expositions

600 Corporate Pointe
Suite 1000
Culver City, CA 90230

EXHIBIT WITH US IN 2020!

SEVIERVILLE, TN
November 3-6, 2020

PIGEON FORGE, TN
November 4-7, 2020

iges.us

SALES



Kay Griffith
Senior Business Development Manager
Tel: +1.800.430.7608 ext. 96885
kay.griffith@emeraldexpo.com



Sarah Wilson
Key Account Manager
Tel: +1.949.359.0700
sarah.wilson@emeraldexpo.com

ATTENDEE DEVELOPMENT



Ruth Wheeler
Attendee Acquisition Sales Manager
Tel: +1.323.817.2208
ruth.wheeler@emeraldexpo.com

MARKETING



Boris Chernin
Sr. Marketing Director
Tel: +1.323.817.2229
boris.chernin@emeraldexpo.com



Anne Gvildys
Marketing Specialist
Tel: +1.323.817.2205
anne.gvildys@iges.us



Melody Chui
Sr. Graphic Designer
Tel: +1.323.794.2930
melody.chui@emeraldexpo.com

EXECUTIVE



Karalynn Sprouse
EVP, Emerald Expositions
Tel: +1.323.817.2244
karalynn.sprouse@emeraldexpo.com



Camille Candella
Vice President of Marketing
Tel: +1.323.817.2221
camille.candella@emeraldexpo.com



Holly Culbreth
Vice President of Sales
Tel: +1.323.817.2204
holly.culbreth@emeraldexpo.com



David Bertelsen
Show Director
Tel: +1.323.817.2220
david.bertelsen@emeraldexpo.com

We're here to help. Call Us TODAY and discover why IGES is THE SHOW in the Smokies.