

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

# POST SHOW REPORT 2018



## NEXT EXPO DATES:

**SEVIERVILLE, TN**  
November 5-8, 2019

**PIGEON FORGE, TN**  
November 6-9, 2019

# 2018 POST EXPO EXHIBITION STATISTICS

**Expo Established:** 2000

**Expo Dates:** November 3-7, 2018

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

**Number of Exhibitors:** 550+

**Number of Participants:** 5,000+

**78%** of Buyers are Gift / Souvenir Specific Buyers

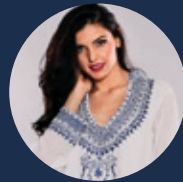
## TOP 10 PRODUCT CATEGORIES



**Gifts (General)**



**Souvenirs & Novelties**



**Apparel (General)**



**General Merchandise**



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



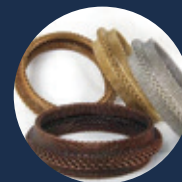
**Jewelry**



**Toys, Games & Puzzles**



**Made in the USA**



**Fashion Accessories**



**Candy, Fudge, Snacks, Confections, Specialty Foods**

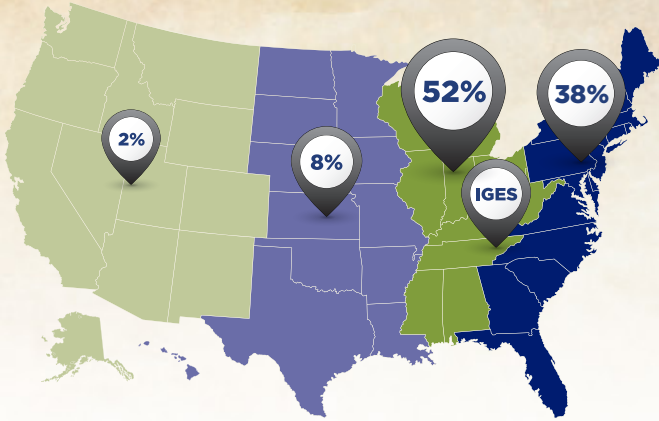
## SAMPLE LIST OF 2018 NOTABLE BUYERS

American Eagle Foundation  
Apple Valley Country Stores  
Aramark  
Aramark - Denali National Park Resorts  
Aramark - Hearst Castle  
Brookfield Zoo  
Cedar Fair Entertainment  
Christmas & Candles At The Apple Barn  
Columbus Zoo & Aquarium  
Cracker Barrel Old Country Store  
Custer State Park Resort  
Delaware North  
Dollywood Theme Park  
Eastern National

Georgia State Parks  
Herschend Family Entertainment  
Kampgrounds Of America (KOA)  
Knoebel's Amusement Park  
Knott's Berry Farm  
Lake Compounce Family Theme Park  
Legoland  
Love Truck Stop  
Mcneely's Store  
National Association of Convenience Stores (NACS)  
Palace Entertainment  
Paradies  
Paula Deen Retail  
Ripleys Entertainment

Ruby Falls  
San Diego Zoo  
Santa Barbara Zoo  
Schlitterbahn Waterparks & Resorts  
Silver Dollar City  
St. Louis Zoo  
Stuckey's  
Tennessee Aquarium  
Three Bears General Store  
Travel Resorts Of America  
Virginia State Parks  
Vol Shop  
Zoo & Aquarium Gift Buyers Association

## 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

## DIVERSE BUYERS FROM:

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

## ATTENDEE STATS:

**97%** of Attendees have **Purchasing Authority**

**95%** of Attendees are **Retail Buyers**

**88%** of Attendees are **Owners, Executives & Buyers**

**71%** of Attendees are **Repeat Buyers**

## IGES IS AN ORDER WRITING SHOW!

**92%** of Attendees found **New Products**

**81%** of Attendees **Placed** or Plan to Place **Orders with Vendors at IGES**



# 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.



*“No other souvenir wholesale trade show comes close to providing buyers with such a **large quantity and quality of wholesale exhibitors!**”*

– Rick C., Squire Boone Village (Exhibitor)

*“Sevierville is more valuable to me because it has new products and I am able to find a lot of things that I can't find at other shows including Pigeon Forge. **Sevierville is MEGA important to my business and it is the one show that I MUST attend each year.**”*

– Tim M., Tennessee Aquarium (Buyer)

*“IGES has been one of the best shows in the country. **The first day here at Sevierville we got 40-50 orders.**”*

– John L., Petting Zoo (Exhibitor)

*“We don't miss Sevierville because this is where **we find all the NEW products that we can't find at other similar shows.**”*

– Kyle S., Silver Dollar City Theme Park (Buyer)

# 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 happy hour while shopping and networking with complimentary moonshine drinks and snacks as they networked and mingled with their key partners and friends.



## Buyer Bucks Reward Program

Buyer Bucks rolled out this year where buyers earned cash back when shopping at the show with participating exhibitors. A successful launch exclusively at Sevierville Convention Center.



## Fall Harvest Streetfest

IGES and the City of Sevierville partnered to welcome exhibitors and attendees to an unforgettable evening filled with festivities, music, food, drinks, and giveaways. Attendees and exhibitors came together and shared a night of laughter, networking and building opportunities that kicked off IGES with a bang.



## Conservation Commerce Tours

Looking to do your part in improving our planet? 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.



## NEW Cash & Carry Pavilion

In partnership with the NCA Jewelry group, 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 70 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 and additional foot traffic in Pigeon Forge with the daily 'Walk with Bigfoot' giveaways.

## IGES/Emerald Expositions

600 Corporate Pointe  
Suite 1000  
Culver City, CA 90230

# EXHIBIT WITH US

SEVIERVILLE, TN  
November 5-8, 2019

PIGEON FORGE, TN  
November 6-9, 2019

[iges.us](http://iges.us)

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