

RUSH TO RENO – THE UNIFORM RETAILERS ASSOCIATION TRADE SHOW – THE PLACE TO BUY FOR THE UNIFORM INDUSTRY

ZANESVILLE, OH (June 2008) – Exhibits and events at the second annual Uniform Retailers Association Trade Show bring something new that most can't even imagine. This Reno, NV Show will be held **September 18-20, 2008 at the Silver Legacy Casino & Resort**. Retailers can stroll among the offerings of 45 uniform manufacturers and distributors. This lively Show features many new great products, passionate conversation and impromptu meetings.

"We are extremely gratified at the overwhelmingly positive response to the first show in New Orleans from both retailers and manufacturers – and are equally thrilled to head to Reno for another successful show in 2008!" Melanie Imlay, URA President

IT'S THE MARKETPLACE FOR THE UNIFORM INDUSTRY

URA attendees expect the extraordinary, and they find it here. The top buyers trust us for a strong focus on the latest products in the uniform industry, and they come here in droves, ready and eager to buy. You'll see a steady flow of independent retailers. For many of these buyers, the Uniform Retailers Association Trade Show is the one and only show to see.

A SALES-INSPIRING AMBIENCE

For all its depth and breadth, the Uniform Retailers Association Trade Show provides a terrific atmosphere for creating new relationships and capitalizing on old ones. Retailers find it a relaxed and intimate environment. The inspiring seminars and exciting events add to the fun. It's the perfect place to network, socialize, and mix business with pleasure.

RECORD-BREAKING RESULTS

URA exhibitors reported great sales last year with the first Show. The show attracts a tremendous scope of independent retailers. If you're new to the industry, here's your opportunity to connect with your peers and establish a strong rep network. If you're an international business, you can meet with importers and set up your U.S. distribution. Let the selling power of Uniform Retailers Association set a record for you!

WELCOME RECEPTION/AWARDS/FASHION SHOW

On Thursday, September 18, the Uniform Retailers Association (URA) kicks off the Annual Trade Show with great food, drinks, music and an excellent venue, the National Bowling Stadium. It's the only facility of its kind in the world with 80 lanes. All retailers and manufacturers are invited to attend. Stop by for refreshments and libations. You will find this gathering particularly informational; find out what's going on with the association and the industry.

BOWLING NIGHT AT THE NATIONAL BOWLING STADIUM

The night continues ... full registered retailer attendees will stay at the National Bowling Stadium to enjoy a hosted buffet dinner, DJ and music and two hours of bowling, including balls and shoes for everyone attending. **This event is co-hosted by Peaches and White Swan.**

VIRGINIA CITY TOUR

Friday, September 19, full registered attendees will get enjoy an evening together experiencing the history of the Great Bonanza Trail, and the gold-seekers who blazed the first trails for the new settlers into the area. The exciting history of Virginia City, Nevada, will begin to unfold. Once the richest place on earth, the attendees will hear of the many "rags to riches" tales. Transportation to Virginia City is provided along with a Western style dinner buffet, country western band and a visit by Mark Twain.

RETAILER EDUCATION

Two powerful General Sessions will be packed with innovative ideas, practical strategies, and no-nonsense tools to build your businesses, sell more merchandise, and better serve today's savvy consumers.

Join retail industry expert, **George Whalin on Friday, September 19 for *Into the Future: Powerful Trends Shaping the Future of Retailing***. During these chaotic times, savvy merchants must pay attention to the trends that will shape their future. In this session, retailers and manufacturers will learn to identify and capitalize on the changes destined to impact their businesses over the next five to ten years. Join George as he helps retailers increase sales and maximize profits. **This session is sponsored by Landau.**

Saturday, September 20 get ready to learn from **Jennifer Web as she teaches *How to be a Hero to Every Customer***. Jennifer has helped thousands of businesses increase productivity by teaching people how to communicate and work more synergistically together. This general session will teach you the fine art of being memorable and exceptional 24/7 and what it takes to go beyond good customer service, focusing on what every company must do to keep customers coming back. **This session is sponsored by Prestige.**

GREAT HOTEL RATES NEGOTIATED FOR URA

Silver Legacy Resort Casino

407 N. Virginia Street

Reno, NV 89501

To get the discounted rate, **use group code URA** when booking online or by phone.

Discounted Rates:

Tues 9/16 - Thurs 9/18: \$85 + tax

Fri 9/19 - Sat 9/20: \$129 + tax

For online reservations go to www.SilverLegacy.com or call 1-800-MUST-SEE (1-800-687-8733) or 775-325-7401

Be sure to mention URA to get these great rates!

ONLINE REGISTRATION WILL BEGIN JULY 14

If you are an independent uniform retailer, then attending the trade show in Reno is a can't miss event. Not only will you have a great time, but you will walk away inspired and re-energized. Come to the trade show that will be the talk-of-the-town and will help substantiate the importance and vitality of the independent uniform retailer. Full registration includes a complimentary lunch in the exhibit hall both Show days as well as two evening retailer events.

1st Full Registration - \$175/URA member - \$335/non-member (after Sept 1, 2008 add \$25)

Additional Full Registrations - \$125/URA member - \$285/non-member (after Sept 1, 2008 add \$25)

Exhibit Hall Only - \$40/URA member - \$50/non-member (limited to 1-day and does not include lunch)

EXHIBIT NOW - SPACE IS GOING FAST!

Don't risk being disappointed and missing the sales opportunity of the year. Buying starts here, so there's a huge demand for exhibitor space. Reserve your booth today!

SPONSORS

URA would like to thank the following companies for supporting the Show: **Landau, Peaches, Spectrum Uniforms, Prestige and White Swan**. Sponsorships are still available. Call headquarters for information.

EXHIBITORS

URA welcomes the following top tier manufacturers and distributors to the Reno Show (as of 6/27):

ALPRO LP
Aviator Clothing Co., Inc.
Barco Uniforms
Branded Bull
Broad Bay Cotton
Cherokee Uniforms
Dickies Medical Uniforms
Earth Footwear
Eighteen Liana Trading, Inc.
FC Store Fixtures, LLC
Gripsors LLC
Jim's Formal Wear
Klogs-USA
Knot Us
koi
Landau Uniforms
M&M Scrubs
Medical Uniform Mfg.inc
Miami Uniforms
Nu Dimension
Nurse Mates
Peaches Uniforms
Premier Data Systems
Prestige Medical Corporation
Qingdao COMEQ Intl' Trade Co., Ltd.
Reina Uniforms
Scrub Dudz of Fabrique Innovation/Syker Enterprise
Skechers
Spectrum Uniforms
Veggies Footwear
Walrus Brands
White Cross

JOIN URA

With annual dues of only \$150, URA is affordable for every business owner. If you are a Member of the URA for 60 days prior to the annual trade show, you'll receive \$50 off your first registration for the Show.

The Uniform Retailers Association (URA) is a nonprofit organization dedicated to the growth and prosperity of the independent uniform retailer. At the center of URA's activities is the Uniform Retailers Association Trade Show - a first-class trade show held annually in September. The Uniform Retailers Association is managed by Offinger Management Company, a member of the International Association of Exhibitions and Events (IAEE) and an accredited member of Association Management Company Institute (AMC Institute) and American Society of Association Executives (ASAE). www.Offinger.com

For further information on joining URA, exhibiting or attending the Show, please visit www.UniformRetailers.org or email URA at URA@UniformRetailers.org or call (740) 452-2552.

Uniform Retailers Association, 1100-H Brandywine Blvd, Zanesville OH USA 43701-7303

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