



Shake-hands between Tim Andrews, president of the ASI Show, the president and CEO of the Advertising Specialty Institute (left) and Matthew Cohen, vice chairman of the ASI.

was featuring the hottest items for 2009 from the Advantages products showcase in one catalog, with description, company booth number and ASI number for easy reference.

FRESH BRANDING

Another topic of the Show: Fresh Branding. New colors, designs and badges were individually branded for Dallas, and for each of the remaining three ASI Shows in 2009. Out of this Daily Live ASI Radio broadcasts events of the Show. Before exhibits opened each day on Thursday and Friday, ASI's Internet radio show broadcast live with guests and industry commentary. Eve-

rybody who was interested in ongoing information could visit www.asicentral.com/ radio to listen to recordings of the shows anytime. Attendees said ASI responded to current market conditions with added benefits that helped them make every marketing dollar count. Suppliers were pleased with the quality of attendees and with the traffic during the two exhibition days. The strong attendance in Dallas and from ASI's first show of the year in Orlando is setting the pace for an optimistic year, and pre-registrations for the next ASI Show in New York in March continue to increase. <



The atmosphere was positive and the suppliers were pleased with the large number of people visiting the stands.

EXPO RECLAM

THE 21ST EXPO RECLAM IN MADRID

Between 11 and 13 February Expo Reclam welcomed visitors to Pavilion 9 of the modern exhibition centre Ifema, Feria de Madrid. The 21st international fair for promotional products and gifts, the most important of its kind in southern Europe, was dominated as expected by Spain, which accounted for 232 of 282 exhibitors in total. Spain was followed by Italy with fifteen exhibitors, neighbouring Portugal with seven, and Germany and the Netherlands with six each. At the product show organized by Reed Exhibitions Iberia



the most recent promotional product trends for the summer season were displayed in the exhibition area spanning more than 11,000 square metres. The fair also featured new services, including the Green Point which showcased products manufactured in an environmentally friendly manner as well as an Internet area with free access. The Expo Reclam will be taking place at the same place in 2010 between 10 and 12 February. <