



**news**  
for immediate release

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## **GES® EXPANDS SERVICE PARTNERSHIP WITH THE CRAFT & HOBBY ASSOCIATION**

### **GES Helps CHA Sharpen Focus on Consumers**

LAS VEGAS, May 12, 2009 – GES Exposition Services, a leader in exhibition and event services, is proud to announce the expansion of its service partnership with the Craft & Hobby Association (CHA). As part of the multiyear agreement, GES extends its contract as the exclusive show services provider for the CHA Winter Convention & Trade Show. A separate agreement expands GES' contract to include the production of CHA Summer Convention & Trade Show as well as CHA's first consumer show, the Craft SuperShow, which debuts in Orlando this July.

"GES is a valued long-term partner to CHA," said CHA CEO Steven Berger. "Over the years, the GES team has worked closely with us to create a vibrant environment for our exhibitors and attendees. We are excited about the launch of The Craft SuperShow, and we are confident GES can help us create an outstanding consumer experience while at the same time helping to manage costs."

"GES is pleased to extend our long-standing relationship with CHA, and we look forward to working with CHA to launch a successful consumer show in Orlando this summer," said GES President and CEO Kevin Rabbitt. "GES is committed to helping show organizers and exhibitors realize a strong ROI by providing innovative solutions, including our state-of-the-art show planning tool, [GESCORE Connect](#), which allows show organizers to access all critical show information from any Internet connection."

CHA's [2009 Summer Convention & Trade Show](#) is all about helping industry professionals understand how to improve their interactions with the craft consumer. The show's extensive education program will feature leading industry experts, educational seminars, workshops and demo-nars designed to help attendees develop deeper market

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insights by understanding how to reach the craft hobby consumer in a tightening economy.

As CHA's first-ever consumer show, the [CHA Craft SuperShow](#) will focus on educating and inspiring attendees about a wide range of crafts. The show takes place from July 31 through August 1 at the Orange County Convention Center following the CHA Summer Convention & Trade Show. Crafters will have the opportunity to participate in hands-on projects and workshops and to meet industry [celebrities](#), including Mary Engelbreit, Donna Dewberry, Kathy "Crafty Chica" Cano-Murillo, Terri O and others.

### **About GES**

Las Vegas-based GES Exposition Services, a subsidiary of Viad Corp (NYSE: VVI), services every major exhibition and event market across North America and the United Kingdom through the GES Worldwide Network. GES provides a wide range of services, including exhibition planning and design, turnkey and custom exhibit rentals, material handling, staging, overhead sign rigging, temporary electrical equipment, signs and graphics manufacturing, installation and dismantling labor, carpet and furnishings, and transportation services. GES produces many well-known shows, including the International Consumer Electronics Show, Spring Fair Birmingham, International Council of Shopping Centers, MAGIC, and CONEXPO-CON/AGG and IFPE. For more information, visit [www.ges.com](http://www.ges.com).

### **About the Craft & Hobby Association**

The Craft & Hobby Association is an international not-for-profit trade association consisting of thousands of member companies engaged in the design, manufacture, distribution and retail sales of products in the nearly \$30 billion craft and hobby industry. For more information about CHA visit [www.craftandhobby.org](http://www.craftandhobby.org). To find out more about its award-winning Conventions and Trade Shows visit: [www.chashow.org](http://www.chashow.org).

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