



Who KnowZ WhoZ For Sale

It's all about YOUz . . . in a world of YOUz:

The YOUz in the KNOWz . . . and them in the DON'T KNOWz.

There's a rumor going 'round that The Home ShowS (us) are up 'FOR SALE.' The carriers of this virus are Dennis Carroll, Ryan Group (promoter of Naperville and Tinley shows), and Larry Speranske, Homes 4 All (exhibitor in Denny's Naperville show).

Denny says, "They're desperate - their shows are tanking - they're going out of business - trying to sell - not gonna be around much longer" and, "I may be picking up their halls."

Larry went as far as to tell me (Lil' J) that our gals (Peggy? Jessica? B.K.?) were at the Kennedy's Pheasant Run show to discuss selling our shows to Joanne. Hummm. I recall they were all at the OAK LAWN Home Show that weekend. [Neat trick, ladies ... cloning yourselves. I wonder, should I clone myself? - too much of a good thing? Maybe one Lil' J is enough.]

Denny and Larry are spreading this rumor. So, who's zooming whom? And why?

If we ain't for sale, then who's for sale? Is anyone selling / closing / dumping? I'm curious. Let's dig deeper and figure out what's going down (excuse the pun).

Buzz Tower's web site (<http://www.myhomeshow.com/>).

In the vocal styling of Ed McMahon, "H-e-r-e's T-O-W-E-R!" . . . or not.

Coming Soon -- MyHomeShow.com

Chicagoland's 24/7 source for home related news, products, services, and networking

E-mail: info@myhomeshow.com

The web site says nada about Tower's home show schedule. It's pretty much been that way a couple months (since May?) [Note: As said elsewhere, "Coming Soon" means it's not gonna happen.]

Maybe it's too early to chisel an epithet on the tombstone of Tower's Maurers. However, for the those wanting fewer home shows, there's always hope, right? At this point though, who knows. Maybe Tower will rebound. (In my opinion, that's the worst scenario.)

I wonder if there's more info? My curiosity grows. I still wanna know who's meeting with whom? Who's selling shows? - if anyone. If someone's meeting Jo-ann-eee, then who?

Backgrounder

To be the YOUz in the KNOWz, ya gotta recognize 'change' is as inevitable as 'age.' Joe Maurer - the Main Mauler and father of all the little Maulers, well . . . he's ancient. Joe was old when I first met him over 25 years ago. Maybe one day Joe felt his age, looked around [there's a dozen (?) kids in his fam] and said to his-self, "Self, these lil' Maulers just ain't tuff 'nuf to take on n ever-growing field of contenders for all these show themes. [Tower not only has home shows, but pet and kids expos and artsy/crafty shows.] Maybe he's done, and now he's thinking, "Time ta \$ell."

Would Joey sell out? Sure. It happened before in the 'gay '90z. Joey sold a 'Haz Mat' show (hazardous materials; B2B).

Previously, in the 80z, Joe bought the "Arlington (Park) Home & Energy Fair" (B2C) from EXPO - getting into public shows. Show manager, Anne Fighter, was tossed in with the deal. She spun off

from home shows to some other shows by Tower (Women's, Pets and Kids). Lil' J shout-out: "Hey An-ne! How's it going . . . down?" (Oops — bad time for that pun.) Amusing anecdote: the contact for their Chicago Pet show is "Mr. Joseph Maurer." Really? To my knowledge, Joe's like a turtle. His head seldom pops up as contact for anything.

Now, once ya sell an industry show (B2B) and buy a public show (B2C), ya get to thinking intangibles are 'fungible' - buy one, sell another . . . it's all good.

[You think I'm rambling? Am I rambling? Well, maybe a bit. Stay on this train of thought - it leads to a somewhere.]

Remember, there's no Tower 'home shows' listed on their 'myhomeshow' web site. Need more confirmation? For that, I go to their corporate site: <http://www.towershow.com> . . . (click) . . . (waiting) . . . (BLINK!) . . . there's "KID'S EXPO" - "PET EXPOS" - "GIFT & CRAFT FAIRS" but . . .



. . . no "HOME SHOW."

I'm getting curious-er. Can we rubber stamp their home shows as "history"?

Next, there's an org out there called National Association of Consumer Shows (NACS; <http://www.publicshows.com/>). The NACS site has Show listings and Shows For Sale. On the For Sale side, sellers names are 'confidential.' Yet, and this is biggie #1, there's a description: Show Region = Midwest-North; Population Served = Chicago metro area; Show Size = 35,000 net sf; Recent Attendance = 13,000; Show Age = 18 years. Same for a Kids show in the South Atlantic region.

Match the details of shows for sale - the ONLY shows for sale - Pets and Kids shows - and here's get #2; match the listing details to Tower's "corporate" web site of - the envelope please - Tower.

There it tiz. Seems, Joe's looking to sell 'Pets' and 'Kids' expos. And even more than likely, he just dumped the home shows.

Now, we've gone from clueless to 'clue-full.' Aren't ya happy a stayed on the train? Exhibitors need to recognize things about things that are predictable and it's best to do so before "it" happens.

I saw Tower's biz imploding based upon systemic and fundamental flaws in execution of their home shows for years - wondering how they survived and why their exhibitors returned.

Tower's not alone. The business of doing home shows is more than peppered with failures. Even we dropped 2 shows this year because of the Halls - a disparity between the 'potential' and the 'future' of the halls. It changed.

Here, you're wondering what to do with next year's ad budget. Well, it's obvious Tower's home shows are off the board. In my opinion, Tower is history.

Even though we learned the future of Tower is ending, I suggest we go back NOT to the issue of whoZ selling ... but, why Denny and Larry are rumor-izing The Home ShowS are failing / selling. That's the original issue I began with - the real issue for the survivors of this game.

It's time to discharge this disaffected duo and point out statements by these two nasty's - call an end to their end game. For that, another Paper: "The End to their End." A good read. Read it!



Since 1986 . . .



From the desk of Lil' Johnny
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