

Business & Labour

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Trade show a success: organizers

Event attracted about 6,000 visitors each day

by Jeanne Gagnon
Northern News Services

The 28th annual Greatest Indoor Trade Show was a "huge success," well attended and sold out for the first time in five years, the show's organizer said.

Held at the Multiplex over the weekend, the event attracted 103 exhibitors and about 6,000 visitors each day, said Ellie Sasseville, the executive director for the Yellowknife Chamber of Commerce and the show's organizer. Last year, more than 7,000 people visited the trade show and its approximately 125 booths.

"We're pleased with the numbers, our attendance. We

were actually sold out this year," she said. "The community corner wasn't quite as full this year, but we did that intentionally. We found it had started to become very crowded, so we actually took a row of booths out. We think it was better for the flow of traffic. It wasn't quite so crowded this year."

For the first time since the event has been held at the Multiplex, the show's 103 booths sold out.

"I think it is starting to grow a little bit. I think there is more interest from companies in the south," said Sasseville, adding there is more interest particularly from

tourism-based companies.

"I think they are starting to realize that Northerners vacation in the south. Some of the hotels and tourism associations and stuff like that, they are starting to attend."

Some of the visitors included Joanne Petersson, who came with her family. She said even though the show was geared toward adults, the kids got to see the balloon man.

"It was good, lots of variety."

Peter Rybchinski attended because he heard Northwestel was giving an Internet deal.

"It's not as big as the last one but I did just get here," he

said of the show.

Rotary Club member Austin Marshall said he felt the excitement as the people came through the door.

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Dan "The Balloon Man" Theil shapes balloons to the delight of children at Yellowknife's Greatest Indoor Trade Show at the Multiplex on Saturday.

After Lopez/NNSI press

