

NRHSA EXPO 2023 RETAILERS SPEAK!



"I'm super pleased to be here and see suppliers in person and have conversations that are hard

to do by phone. It's good to recharge your batteries and learn new things to implement at your store."

Ariel Ricardo
Hobbyglades
Sunrise, Florida

"Crawlers are big in our store, but after the seminars, we're thinking about adding a new train section."

Darren Hicks
Interior Crafts & Hobbies
Kamloops, Canada



"I like to learn about the little guys, the products you don't see everywhere.

The seminar on margins told us what we need to be doing better. The suppliers listen to us and create the products we need."

Richard Louis
Felix Hobby Shop
Lauderdale Lakes, Florida



"I get a lot out of the seminars, but I also enjoy learning from all the other shop owners. I love sharing with other people in a way that connects us."

Iveta Herro
HobbyTown-Wilsonville
Wilsonville, Oregon



"It's great to learn about new products all in one place, and I'm looking at doubling the size of the store, so I'm learning a lot from the seminars."

Jon Snell
Hamilton Hobbies
Hamilton, Ohio



"The seminars are informative, and the networking is a big thing for me because I learn from the other dealers and suppliers to get a fresh perspective."

Mandie Hamilton
HobbyTown-Corona
Corona, California



SECRETS OF SUCCESSFUL HOBBY STORES

The dealer-to-dealer seminar at the 2023 NRHSA Conference and Expo featured leading store owners sharing their techniques and experiences to make their stores successful. Most tips don't require a large investment but take commitment and follow through.

Co-op Marketing

Put other people's money to work for you! Many major brands, such as Horizon Hobby, Lionel and Estes, offer co-op advertising budgets based on how much you spend with them. They will underwrite advertising, events, promotional items, and more that advertise their brand as well as your store. Stores have funded T-shirts, demo tracks, signage, food for events and other creative ideas. Ask your account reps about co-op marketing funding.

Customer Appreciation & Rewards

Hobby-Sports.com in Kalamazoo, Mich., started its customer appreciation day as a way to let customers use all their reward dollars in one day, compared to only one \$5 reward per day. The daily event has become a week of festivities with racing, door prizes, food, a DJ playing music and entertainment. The rewards dollars redeemed at the last event equaled \$200,000 in sales, and the top customer had \$700 in rewards, reflecting \$14,000 in purchases, according to Rex Simpson, store leader.

Become Top of Mind

Consistency in marketing is the key to becoming top of mind, said Steven Elliott, owner of Fundemonium in Rohnert Park, Calif. Keeping a regular email and social media schedule, whatever the schedule is,

with relevant, exciting messages, will help your audience become attuned to your marketing. Time sensitive social media posts and emails on sales and new products encourage immediate responses. Building long-term top-of-mind awareness drives

people to the store whenever they need something for their hobbies. They don't wait on a sale. "You want your store to be the first place that pops into their head," Elliott said.

Racetrack Sponsorships

Small Additions RC in Binghamton, NY, has a full-size replica Nascar racer in the store, and owner Chris Conrad sells sponsorships to local businesses, who get a decal on the car and other promotional exposure like award plaques and social media mentions. "Not every store has room for a car, but everyone has room for banners you can hang for sponsors," Conrad said. At MHOR Raceway in Aurora, Colo., Chadd Brockman sells car sponsorships to local businesses that pay for rental cars and batteries. Every rental is pure profit, he said. **HM**

2023 NRHSA Expo By The Numbers

123 stores represented, up 30% over last year

230 attendee buyers:

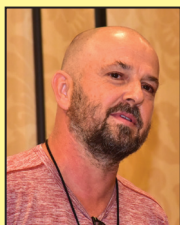
42 Canadians, 1 British, 1 Australian

72 exhibitors with over 200 representatives



DEMOS

FIVE MINUTES TO **WOW** THE CROWD!



Shai Goitein
PowerUp
Wow: Powered paper airplanes piloted with a phone app.

Select exhibitors at the NRSHA Expo 2023 had the opportunity to present their products in a new event, "5 Minutes to Wow!" Each presenter had 5 minutes to tell their story and draw out a loud "wow" from the audience of retailers.

Anthony Lewis
GoatGuns
Wow: Collectible weapons with scale action and ammo.



Frank Wilson
Walthers
Wow: New 1,000-page Walthers Model Railroad Reference Book coming in 2024.



Dane Boles
Aerotech Consumer Aerospace
Wow: iLaunch app to launch model rockets from mobile devices.



Alan Bass
Stevens International
Wow: The dealer locator on their website shows dealers who have ordered specific products in the past 90 days.



Maryellen Vettori
Airbrush Institute
Wow: Airbrushing 102 instructional guide.



Josh Emery
Emery Distributors
Wow: Launched a high-quality entry-level line of model railroad rolling stock.



Jon Tamkin
Mission Models
Wow: All US-made paints and products, including display racks.



Danny Smith
Games Workshop
Wow: Fast-growing sales for figures and paints.