

BRICK & MORTAR PERSPECTIVE

Late To The Party



Ryan Thoman
White Rose Hobbies

We didn't join NRHSA until almost 10 years after being in the retail hobby business. My only regret is that we didn't join sooner. The most important thing I learned is that you're not in this business alone.

Sure, there can be a bit of hesitancy about openly sharing certain aspects of your business with others, often considered competitors, but it has allowed us to grow exponentially.

Now, attending the NRHSA Convention and Table-Top Expo is one of the best weeks of the year for us. We love seeing members we communicate on Zoom with throughout the year and talking face-to-face with many of the manufacturers and distributors we deal with daily.

In addition to networking, there are always great show specials that often offer large enough discounts to more than cover the cost of traveling to the show and even cover the NRHSA dues. We usually add a few extra days to the trip to hang out with other members and make the most of the time away from the shop.

The timing of the show is great for getting stocked up for Q4, as most distributors offer discounts of 5% or more on orders placed during the show. The hardest part for us is deciding which deals to take advantage of that work within our budget.

One of the top benefits of attending the show is evaluating new and existing products in your own hands and making more informed decisions on purchasing items vs. simply seeing a stock photo and description in an online catalog.

Last year at the show, Traxxas unveiled their TRX-4m to us before it was made public anywhere else. We got to drive them firsthand on their scale crawler course. They had examples of many of the upgrades on hand as well. These experiences and opportunities add to the value you get from the show.

The excursions are always a good time. We have launched model rockets, piloted RC boats in relay races, visited incredible homes with large garden railroad displays, and seen some of the latest RC aircraft on the market in flight. The time on the buses provides additional networking opportunities with other dealers.

Each day is packed full of fun and learning, so wear comfortable shoes and be prepared to take notes. Many of the distributors and manufacturers schedule one-on-one meetings during and outside of show hours. Use this time to work out any issues you may have or simply grow relationships with your suppliers.

One of the most fun events at the show is the wrap-up and prize giveaway when many vendors give items away at the end of the show. These items range from a few bottles of paint to full display racks of products. Don't forget to bring your business cards because you need them to enter to win the giveaways!

I would say it's worth closing your shop for a few days if you don't have enough staff to keep it open. Pack your business cards and stickers and bring an empty suitcase. You leave the show with much more than you came with, in product knowledge and new ideas to elevate your business to the next level. **HM**

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NATIONAL RETAIL HOBBY STORES ASSOCIATION

Las Vegas

THE 2023 NRHSA CONVENTION & TABLE TOP EXPO

OCTOBER 8-11, 2023

At The Orleans Hotel, Las Vegas, NV

Hobby Distributors, Retailers, Domestic & International Buyers, Manufacturers,
Publishers, Reps, Importers & Exporters.

TO ATTEND:

732-252-2268 • robgherman77@gmail.com

TO EXHIBIT:

516-456-3035 • joshgherman123@gmail.com

For a full projected exhibitor list go to www.nrhsa.org

Hotel Reservations call: 800-675-3267 or reserve online at www.orleanscasino.com/groups

Discount Code: NRHJ23C Room Rate: \$44 + \$31.99 Resort Fee + Tax (Sunday through Thursday)

Friday & Saturday Night rates available. Discount expires September 5, 2023.

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