



CHAMPS TRADE SHOWS

THE PREMIER COUNTERCULTURE B2B EXPO SINCE 1999

February 3-5, 2015 • Las Vegas Convention Center

***CHAMPS Trade Shows is where the counter culture industry meets
...and they're looking to take it to the next level!***



"We are a business-to-business trade show," Jeff Hirschfeld explains, "so retailers and wholesalers from all over the country come to buy, meet and interact with the largest wholesale manufacturers and distributors in the counter culture world."

Since its founding in 1999, CHAMPS has established itself as the premier counter culture business-to-business wholesale trade show for the smoke shop/vape industry. Each CHAMPS trade show features the best in contemporary smoking accessories, hand blown glass, clothing, and many interesting items in the specialty gift market. The Sherman Oaks, CA based company runs four shows annually: Las Vegas in Winter (Jan/Feb) and Summer (July/August), Atlantic City in May and Denver in October. The shows are not open to the public.





Exhibitors including manufacturers, distributors, wholesalers, glass artists, inventors, suppliers and many others come together under one convention center roof to view the massive collection of smoking accessories, 420 products, clothing, hand blown glass and other specialty gifts.

“The industry is in it’s infant days,” says company president Jeff Hirschfeld, who owns the company along with vice president Peter Jesness. “It’s exploding all over the country and the world, and this is only the beginning.” The upcoming show at the Las Vegas Convention Center on February 3-5 next year, will feature 700 exhibit booths and from 10,000 to 15,000 attendees. The amount of business transacted, according to Hirschfeld, should approach \$40 million.

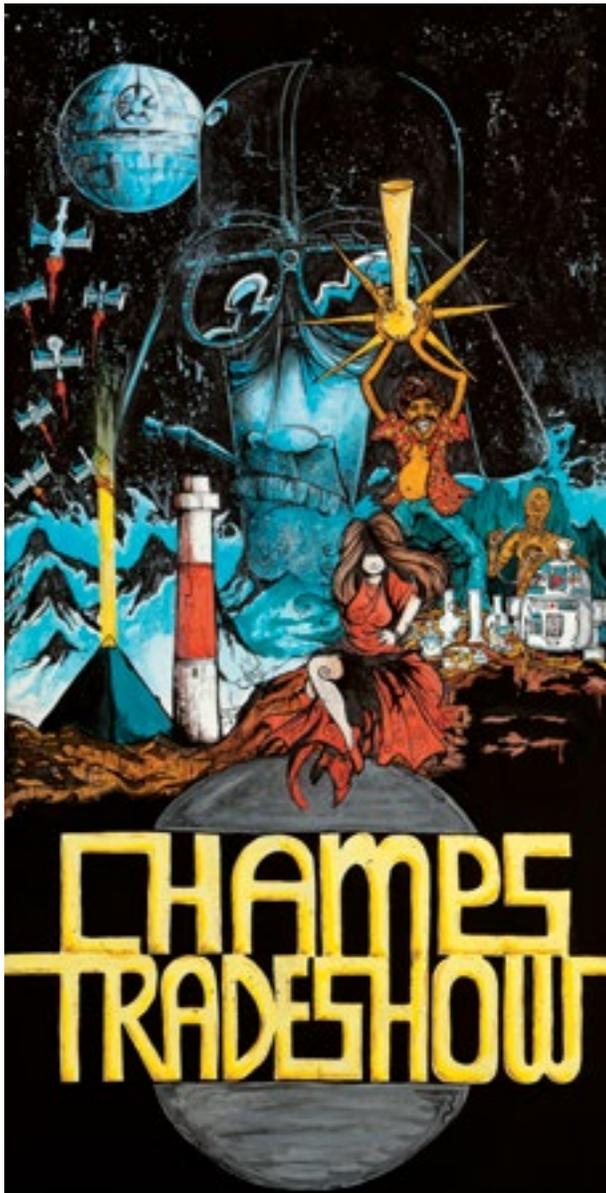
CHAMPS has also announced an exciting new promotion, IndependentSmokeShops.com, aimed specifically at independent, brick and mortar smoke shops, vape stores and dispensaries. Every buyer that pre registers and attends the February 2015 Vegas show will be part of this promotion that offers free print advertising in local counter culture newspapers as well as free social media advertising on Facebook, Twitter, etc.

According to Hirschfeld, “We’re spending around \$50,000 to advertise in newspapers all over the country and doing social media campaigns. We want to help out the little guy.” CHAMPS will also be sending each store free items such as pipes, etc. to be used as loss-leaders driving the end-user into the stores. Go to IndependentSmokeShops.com for more information.

CHAMPS shows also include the internationally known lamp working competition “CHAMPS Glass Games”, known within the glassblowing community as The Flame-Off. It features the talents of the world’s top glass blowers competing in live glass blowing events vying to win over \$100,000 in cash and prizes. The Games are directed and inspired by Matty White, a Eugene, Oregon based glass artist and owner of MW Studios, a well known and respected winner of other competitions events such as the Degenerate Flame Off (aka the “DFO”).

While some trade shows have suffered with decreased attendance due to the growth of the internet, CHAMPS has remained unaffected. “The 420 industry is exploding so fast that after six to nine months things are not hot anymore,” Hirschfeld suggests. “You have to keep up with the hottest stuff.”





The nature of the products being marketed also argues against internet buying, he adds. "In our industry a lot of it is about glass, individual pieces, new items and relationships – and more so than ever. There are so many people coming in and out of the 420 world that it's more important than ever to actually meet your manufacturers in person."

Store owners are invited to attend free and organizers always reserve a large block of hotel suites in each city for the lowest possible price. "Any store owner who sells retail to the 18-to-45 market should really come experience our show."

Looking out over the next 20 to 25 years, Hirschfeld sees a horizon that is nearly limitless. "We see industry growth of 20% to 25% a year for the next 15 to 20 years due to the expansion of medical marijuana-

na and a very good counterculture industry." What lawmakers in Washington, DC, and in state legislatures around the country will or won't do, he admits, remains unknown. "I haven't the slightest idea what they are going to do. They set the guidelines and we just play within the rules."

"Medical marijuana is becoming more and more popular. Some states are actually legalizing marijuana for use, so all those things will only help us. People will always enjoy sex, drugs and rock 'n roll. There is always going to be a counter-culture industry."

Which means there will always be lots of money being made at the CHAMPS Trade Shows.