

HOME

subscribe

NEWS BRIEFS

- North America
- Europe
- Asia/Pacific
- Machinery

HEADLINES FROM SEPTEMBER 2, 2009 FIN

CLASSIFIEDS

FIN STOCK REVIEW

FASTENER HISTORY

CALENDAR Add Event

ASSOCIATIONS

- North America
- International
- Technical Organizations
- Related Organizations

TRADESHOWS

ARCHIVES

FASTENER QUALITY

FEATURE

home : news briefs : news briefs 9/21/2009

New Fastener Distribution Show Announced for May 2010 in Missouri

The first **All American Fastener Show** has been announced for May 6-7, 2010, in the southwestern Missouri tourist-oriented city of Branson.

Heidi Volltrauer, vice president for sales & marketing at Volt Industrial Plastics, told *FIN* the idea for the show started with the desire for a new, centrally located and small fastener show.

The first year will be limited to 101 tables.

The "Meet in the Middle" slogan for the distribution-oriented show was chosen because of Branson's location in the middle of the U.S.

Though in future years All America Fastener Show may be larger and have booths, Volltrauer said she doesn't want to expand to a point that exhibiting companies "get lost."

Volt Industrial is the initial show sponsor and Volltrauer is seeking other sponsors.

The show is scheduled for the new Hilton Branson Convention Center Hotel near downtown Branson and across from the Hilton Promenade and Branson Landing retail and entertainment district on Lake Taneycomo. Volltrauer noted there are Payne Stewart and multiple other golf courses, shows and entertainment, Silver Dollar City and the Mark Twain National Forest and the Ozarks as attractions. Branson opened a commercial airport in May 2009.

Table rates are \$695 and \$795 for premium corner spaces. There is a \$ 100 discount until February 1, 2010. The rate includes basic furnishings. "I want to keep prices economical for the benefit of exhibitors," Volltrauer emphasized. Attendee registration is \$15 in advance and \$25 at the door. Hotel room rates start at \$139.

Show management promises "year-round promotion through our direct mail, advertising in industry specific publications, online links to your website and e-mail."

The show schedule includes an opening reception on Thursday evening and the trade show from 9 a.m. to 4 p.m. Friday . Web: allamericanfastenershow.com

Volt is a plastic fastener manufacturer founded in 1992 by her father, Joseph Volltrauer. She has been involved in the family-owned company since the beginning. Web: voltplastics.com Volltrauer is familiar with Branson because Volt Industrial is located in the Northwest Arkansas city of Flippin, which is within a two-hour drive of

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Photo courtesy of Hilton Branson Convention Center Hotel

< September >

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| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | | | |

90-Day Snapshot

- 10/1/2009 - ASME B1
- 10/7/2009 - Fastener Fair Stuttgart
- 10/8/2009 - Fastener Fair Stuttgart
- 10/8/2009 - NCFA
- 10/15/2009 - Pacific-West
- 10/20/2009 - FTI Testing Seminar
- 10/29/2009 - Fastening & Assembly Solutions Exhibition
- 11/7/2009 - STAFDA 34th Annual Convention
- 11/16/2009 - NIFS/West

Branson.

Volltrauer acknowledged that this is the first trade show she has organized. But she noted Volt has exhibited at trade shows for 17 years and "everyone has a first time in their business."

For information contact Volltrauer, All American Fastener Show, 80 Industry Ln., • Flippin, AR 72634 . Tel: 877 865-8237 E-mail: info@allamericanfastenershow.com ©2009 GlobalFastenerNews.com