



INTERNATIONAL
SLEEP
PRODUCTS
ASSOCIATION

NEWS RELEASE

501 Wythe Street • Alexandria, Virginia 22314 • (703) 683-8371 • Fax: (703) 683-4503

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Contact: Nancy Blatt
Roberta Sheridan
nblatt@sleepproducts.org
rsheridan@sleepproducts.org
(703) 683-8371

ISPA EXPO 2004 BREAKS ASSOCIATION RECORDS *Indianapolis Event was Largest Show in ISPA History*

(Alexandria, VA) The International Sleep Products Association (ISPA) reports that ISPA EXPO 2004, held March 24-27, 2004 in Indianapolis, IN at the Indiana Convention Center, was the most successful EXPO in the show's 84-year history. With over 121,000 net square feet of exhibit space devoted exclusively to mattress supplier product displays and demonstrations, this year's EXPO was the largest ever.

One hundred eighty exhibiting companies, including the highest-ever number of first-time exhibitors, showcased new technologies that incorporated FR-compliance information associated with the industry's most significant regulatory focus: recent California flammability standards for mattresses. The 1,950 show attendees from 57 countries gained quick access to the exhibit floor thanks to the first-ever fully-computerized registration process.

EXPO attendees participated in first-rate educational programs with keynote speakers including **Michael Colopy**, a foreign affairs authority specializing in US-China relations who addressed China's impact on U.S. manufacturing; **James K. Glassman**, a renowned

financial and political expert with insight on the future of the American economy, technology, and the stock market; and **Frank Abagnale**, an FBI consultant featured in the major motion picture movie “Catch Me If You Can” who captivated his audience at a sold-out ISPA Industry Breakfast.

Other show events included the EXPO opening reception, which was attended by nearly 1,000 guests and featured ISPA’s first sponsor for the event – The Great Lakes Polymer Additives Division. Additionally, 165 international manufacturers participated in a tour to the local Sleep Products mattress factory and Kittles Furniture Store to learn about manufacturing and merchandising processes.

"ISPA EXPO 2004 was a real team effort on the part of our Trade Show Committee and professional staff, and I am delighted that we have helped so many of our members meet their business needs," says ISPA president **Dick Doyle**. "Programs like this fully support our mission to advance the growth and profitability of the mattress manufacturing industry."

For more information on future ISPA EXPOS and other ISPA-hosted events, visit the ISPA Web www.sleepproducts.org and click on “Events.” Members of the press can receive complimentary registration to events by contacting Roberta Sheridan at RSheridan@sleepproducts.org or at 703-683-8371, ext. 1131.

Established in 1915, the International Sleep Products Association, www.sleepproducts.org, is the trade organization for mattress manufacturers and their component suppliers around the world. ISPA hosts the biennial ISPA EXPO trade show, ISPA’s annual Industry Conference, and publishes BedTimes and Sleep Savvy magazines.

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