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### **SPECIAL MATTRESS RETAILER PANEL ADDED TO ISPA EXPO 2006**

(Alexandria, VA) – A panel of highly regarded bedding and furniture retailers will discuss topics ranging from international growth and import products to consumer shopping trends and advertising at a new session just added to the program for ISPA EXPO 2006, the world’s largest tradeshow exclusively for the mattress industry. “Bedding Retailer Insights and Perspectives—What You Need to Know” takes place March 2 in San Antonio, Texas at the Henry B. Gonzalez Convention Center, where the EXPO 2006 hosted by the International Sleep Products Association runs from March 1-4.

“Mattress manufacturers will hear a lot about how to remain competitive in the retail environment at this important session,” said **Sandy VanDyke** of Hickory Springs Manufacturing Company and chair of ISPA’s Suppliers Council, which is supporting the event. “It will be very interesting to see how mattress retailers are dealing with all the factors impacting our business today. I am confident this session will provide mattress manufacturers with some practical ways to improve their business.”

The special Retailer Panel is one of several educational sessions at ISPA EXPO 2006, a massive biennial exhibition of mattress machinery, equipment components, materials, supplies and services. Beyond displays and demonstrations from all over the world with the latest technology and innovations in bedding, EXPO registrants will enjoy sessions such as one on the dynamics of

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emerging markets in the Western hemisphere with experts from Latin America, and a Flammability SHOPtalk which is cosponsored by the Sleep Products Safety Council and includes a testing lab tour and burn demonstration.

“We are delighted to be offering mattress manufacturers the largest and most complete exhibition of materials and equipment as well as a package of outstanding educational forums,” said ISPA President and CEO **Dick Doyle**. “There is much to be gained from participating in this unique ‘one-stop-shop’ forum.”

*Established in 1915, the International Sleep Products Association, [www.sleepproducts.org](http://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 and publishes BedTimes and Sleep Savvy magazines.*

*The Sleep Products Safety Council, [www.safesleep.org](http://www.safesleep.org) is a non-profit organization established in 1986 by the mattress industry. SPSC’s mission is to provide consumer safety information, support scientific research, and promote activities aimed at reducing hazards associated with mattresses and other sleep products.*

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