

# Rocky Mountain Hobby-Expo



**Trade**

**Oct 25th & 26th**

**Consumers**

**Oct 27th & 28th**

PUT DOWN YOUR PHONE AND DISCOVER A HOBBY!

FOR IMMEDIATE RELEASE

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## **THE ROCKY MOUNTAIN HOBBY-EXPO DEBUTS NATIONAL TRADE SHOW**

*First Two Days Brings Industry to Denver in wake of ToysRUs Demise*

**DENVER, CO – October 22, 2018 –** The second annual Rocky Mountain Hobby-Expo (RMHE), set for October 25-28 at the Denver Mart, debuts a national industry trade show for the first two days of the event that will bring national and regional manufacturers to Denver as resurgent independent retailers respond to the closing of ToysRUs nationally.

“We don’t yet have the hard sales numbers to detail this, but the buzz in the industry is that sales are up since Toys R Us went under,” says RMHE executive director Jim Marski, best known as the longtime producer of the Rocky Mountain Train Show from 2009-2017. “The industry is poised to make a real jump both regionally and nationally going in to the holiday season.”

The show, sponsored by the Hobby Manufacturers Association (HMA), will be a combined consumer/trade show covering all categories of the hobby industry. October 25 will be dedicated to professional development, new product demonstrations and networking, and October 26 will be a showcase on the exhibit floor for manufacturers to present to buyers. This is one of a handful of such opportunities around the country, and manufacturers and buyers from all over the country will be attending.

“The recent disruption in the toy industry with the demise of ToysRus opens up an opportunity for the smaller locally owned/operated specialty toy and hobby retailers to capture new market share,” says Bob Wilke, HMA’s president and president of Hobby Town. “We are looking at a serious second wind for the whole industry.”

The American Specialty Toy Retailing Association estimates specialty toy retailers could see as much as 20% growth in sales during the upcoming 2018 holiday shopping season. Hobby retailers are also poised for growth as many hobby products have evolved from consumer assembled projects to ready to fly (RTF), ready to run (RTR) or ready to float (RTF) vehicles

that can be in the air, in the water or on the ground within minutes after purchase. The main differentiation between hobby grade and toy grade products is durability and longevity of the product.

“Hobby grade products offer a ‘renewable entertainment’ aspect where the consumer can repair, upgrade or modify their original product purchase as opposed to a one and done or throwaway product,” explains Wilke. “Hobby manufacturers continue to innovate their products to utilize the latest technologies and provide consumer products that are not only fun, but add value for parents seeking educational components that align with the STEM/STEAM educational focus and Maker movements.”

Industry experts from organizations such as the HMA, the American Specialty Toy Retailing Association and the Craft Hobby Association say there are 3,000 brick-and-mortar businesses in the specialty toy/hobby space, down from 8,000 ten years ago. Large retail such as ToysRUs was a bigger issue than Amazon and online options in that decline, and there have been reports of a rebound as popular social trends such STEM education and alternatives to computer screen-based activities become increasingly popular. Specialty toy is a \$2-3 billion dollar industry nationally, while the craft-oriented space populated by retailers such as Hobby Lobby and Michaels is significantly larger (approximately \$40 billion annually).

Participants in the trade event include AFX Racing, Atlantis Toy and Hobby, Bachmann Trains, Brackitz, Caboose Industries, The Coachyard, Estes Rockets, Fun & Games, Heartland Hobby Wholesale, Hobby Town Westminster, Hobbytime, Horizon Hobby, Hobby Recreational Products, Iwata-Medea, Kadee Quality Products, Kinetic Model Kits, LGB, Marklin, Melissa and Doug, Minicraft, Missouri Locomotive, Outset Media, Revolution Kites, San Juan Model Company, Slugfest Games, Thinfilm Decals, Trainz, Traxxas, Trix Trains, UGears, Xuron and Zen Magnets. Major retail participants include national players from the hobby, specialty toy, hardware and craft store niches.

The Hobby-Expo will be held at the Denver Mart, 451 East 58th Avenue, Denver, Colorado, 80216. Trade show schedule for Thursday, October 25<sup>th</sup>, is 9 am - 4 pm and includes trade education and workshops. On Friday October 26<sup>th</sup> trade floor sales and meetings will go from 9 am to 4 PM. Additional info on the trade and consumer events can be found at [www.RockyMountainHobby-Expo.com](http://www.RockyMountainHobby-Expo.com) or on Facebook: Rocky Mountain Hobby-Expo (<https://www.facebook.com/events/381501838875776/>).

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## **About The Rocky Mountain Hobby-Expo**

The mission of Rocky Mountain Hobby-Expo is to promote and educate the public about family oriented hobbies throughout the Rocky Mountain Region and beyond by providing information and inspiration to new and existing hobbyists. The event also provides a cost-effective resource for hobby manufacturers to reach retailers and consumers at one event, and to network with other national stakeholders in the industry. [www.RockyMountainHobby-Expo.com/](http://www.RockyMountainHobby-Expo.com/)  
Facebook: <https://www.facebook.com/events/381501838875776/>

## **About The Hobby Manufacturers Association**

The Hobby Manufacturers Association (HMA) is the trade association for manufacturers, importers, publishers, producers and suppliers of all model hobby products and related accessories. Our mission is to promote the public awareness of model hobbies, communicate with and for the members on matters of common interest with a united voice, and to promote trade shows and conventions. Annual dues are self assessing, based on the applicant's annual gross sales. HMA's long term goal is to stimulate the growth of the model hobby industry and to offer unique benefits to members and affiliated companies, including providing industry statistics and legislative information when appropriate and necessary. [www.hmahobby.org](http://www.hmahobby.org)