

For Immediate Release

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Trainfest[®]
America's Largest Operating Model Railroad Show.

www.trainfest.com

4th Annual Friday Product Showcase Extends Trainfest[®] Experience

One-on-one time with manufacturers, gift bag, catered dinner, and preview of "Trainfest in the making."

Milwaukee, WI (June, 2011)... Trainfest[®], **America's largest operating model railroad show**, will host its 4th annual specialty event, **Friday Product Showcase**, for hobbyists 18 years and older at the Wisconsin Exposition Center at State Fair Park November 11 from 4:00 p.m. to 8:00 p.m.

The Trainfest Friday Product Showcase is designed for avid model railroad hobbyists who want one-on-one exclusivity with manufacturers, a preview of retailer offerings, and as a bonus enjoy a catered dinner among railroad friends. "During the public show days, manufacturers interact with thousands of visitors making it more challenging to have one-on-one time. Serious modelers look forward to quality time. They can discuss product development, what's new and on the horizon, in a less crowded atmosphere. In an effort to afford modelers time to enhance their weekend experience at Trainfest, we opened the Friday Product Showcase to them," said John H. Tews, MMR, executive director of Trainfest.

Additionally, the Friday Product Showcase offers model railroad hobbyists a chance to see the inner workings of Trainfest and see the show setup in the making. "Trainfest is a unique event put on by an all volunteer staff and what springs to life is a model railroad extravaganza. It's truly remarkable to be a part of," shared John H. Tews.

With the purchase of a \$40 Friday Product Showcase ticket, hobbyists receive exclusive entry to the Friday Product Showcase, and a single admission ticket for Trainfest's public show days, Saturday and Sunday. The Friday Product Showcase offers hobbyists the chance to meet and greet with 60 well-known model train related manufacturers. It provides the venue to talk about new product releases, discuss product wish lists

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and compare products across manufacturers. Hobbyists will also be able to meet other serious modelers and exchange tips and techniques to enhance their own railroad projects. As a complimentary gift, every Friday Product Showcase ticket holder receives a grab bag, randomly filled with free train products—from train cars and kits valued minimally at \$15 or more to publication subscription offers and manufacturer literature. Plus, 10-12 random ticket holders will receive in their grab bag a bright notice indicating “You’ve Won a Door Prize”, which could include a starter train set or related item. Friday Product Showcase ticket purchase details are available online at www.trainfest.com/ProductShowcase.html.

Dealers, wholesalers, and manufacturers interested in participating in the Friday Product Showcase can register for free by contacting John Tews via e-mail at John@trainfest.com with all of the following information – business name and address, main business contact name, phone number and e-mail address, along with all anticipated attendee names to gain entry.

Trainfest, a 40 year tradition, is America’s largest operating model railroad show under one roof. The annual two-day public event attracts more than 22,000 visitors (train hobbyists and families) who come to learn about the hobby of model railroading. Trainfest 2011 public show days are Nov. 12 & 13th. Visitors experience more than 60 remarkable operating railroads from Z to G scale, 100 manufacturers and hobby dealers, more than 10 historical groups, artists, photography displays, on-site clinics and demonstrations. Trainfest, a non-profit organization, is sponsored by the Wisconsin Southeastern (WISE) Division, Inc. of the National Model Railroad Association (NMRA). Trainfest and Friday Product Showcase are held at the Exposition Center, WI State Fair Park, 8200 W. Greenfield Ave., West Allis, WI 53214. Adult admission \$12 (online coupons available Fall 2011), kids (4-12) \$2 or kid’s FREE with online coupon, kids 3 & under always FREE, uniformed military get in free. For specialty and advance ticket details, lodging, admission coupons and show info, **visit [trainfest.com](http://www.trainfest.com)**.

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