

Giant collectibles show and sale planned next year in Pomona

Well-known show producer partners Bob and Danielle Chatt, Ralph Bowman and Margo Essman are getting an early start promoting the first R.B.F. Collectibles Show and Sale that will be staged Nov. 1-2, 2003, at the Pomona Fairplex in Pomona.

"Our goal is to create a dealer-friendly show with tremendous amounts of

promotion and support," says Bob Chatt.

The producers are hoping the show will become the largest and most successful show of its type in the West. The Pomona Fairplex is at 1101 W. McKinley Ave.

Their plan is to have more than 1,000 tables spread out over 105,000 square feet on which to dis-

play a diverse assortment of

antiques and collectibles. "Easy load-in, load-out, good lighting with drop-in electrical available, showcase rentals, tram transportation for show customers, hotel lodging on Fairplex grounds and even Starbucks coffee with food vendors will all help to keep this a dealer and customer-friendly environ-

ment," says Chatt.

Signups are now available. Tables are \$85 and 10-by-10-foot booths are \$245, which includes three eight-foot tables. If reservations are made before Dec. 31, 2002, a 20 percent dis-

count is offered. "We are sympathetic to the fact that the cost of doing business and attending shows continues to rise," says Chatt.

To promote the event, the partners are investing in an electronic message

board on major freeways, listed in the Pomona Fairplex pocket calendars, television and print advertising, and postcards, flyers, and direct mail. For more information, call Bob Chatt at (714) 375-6262

On With The Show

Vintage Productions offers largest militaria shows in the West

By Alan M. Petrillo

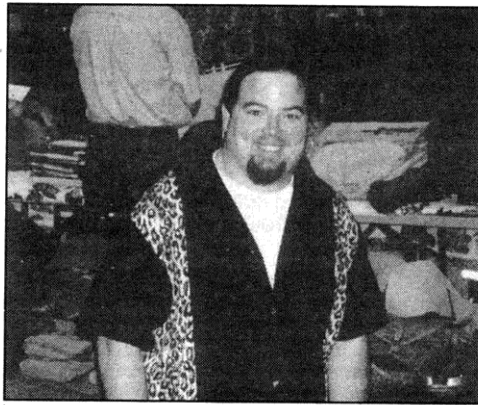
If collecting militaria excites you, then you're missing out on a lot of action unless you attend one of Vintage Productions' shows in Southern California.

The largest military show and sale in the West is the San Diego Historical Militaria Collectors show, promoted by Bob Chatt, owner of Vintage Productions. The show is held three times a year: the February and September shows are half-day events with about 80 tables each; the June show (this year on June 21 and 22)

is a two-day show with approximately 400 tables of dealers at the Scottish Rite Center, 1895 Camino Del Rio South, San Diego.

Chatt also promotes SOCALMICS (Southern California Military Insignia Collectors Society) events on the last Sunday of every month except December, filling about 50 tables each month. It's at the Bellflower Eagles Club, 9816 Cedar St., Bellflower, Calif.

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Bob Chatt, owner of Vintage Productions

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"This is the location of

the former Great Western Gun Show," Chatt says. "We plan on having over 1,200 tables that will cover about 15,000 square feet in building 4."

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Chatt, who has collected and sold militaria since the age of 8, has been a full-time dealer for the last dozen years. And he comes from a family familiar with show promotion.

Chatt's family ran the Howard Chatt's Original American Indian and Western Relic Show and Sale for more than 33 years. The show began in an auto mechanic's garage in Monrovia, then moved to the old Great Western Fairgrounds in Commerce. Its next venue was the Long Beach Convention Center, followed by the Pasadena Civic Center, and finally the Civic Auditorium in Glendale.

"That show was the longest-running show of its type in the United States," Chatt says. "I worked with it for most of that time and managed it for its last six years."

Vintage Productions' militaria shows are strictly militaria and military collectibles, Chatt points out, with no guns or ammunition. In contrast, the RBF show will feature everything



San Diego Historical Militaria Collectors Show.

collectible — militaria, ephemera, glass, jewelry, rock & roll material, movie memorabilia, political ephemera, gambling goods, Disneyana, and toys. Chatt says he will try to find something to please everyone.

In addition, at the San Diego show, Vintage Productions offers historical displays, plus book signings by authors of military reference books. On a few occasions, Chatt also has hosted fighter aces, and offered signings at

those times.

Chatt points out that preparing for the number of shows he promotes is a 24-hour-a-day, seven-days-a-week job.

"As far as the San Diego shows go, we work and advertise them for a solid year before each one," Chatt says. "In addition, there's all the follow-up work. As soon as one show ends, we start working the following day on the next one."

Chatt notes that he and his partners, Ralph

Bowman and Margo Essman, have been working on the new RBF Show since last August, and will continue to put in time on it every day until show time.

Marketing is an important facet of show promotion, Chatt feels, and Vintage Productions puts a lot of effort into that area.

"We send direct mail pieces to as many militaria dealers that we can for the San Diego show, plus we place fliers and postcards at all other major shows, as well as ads in militaria

publications," Chatt says. "For the public, we advertise in all the local newspapers, as well as in

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the antique and specialty publications," he adds. "We also place postcards in all

the antique, used book, coin and stamp, model, pawn and Army-Navy stores within a 50-mile radius. Sometimes we will direct mail a notice to a large customer database."

While Chatt has no plans to increase the size of the militaria shows, he would like to increase the size of the RBF show to make it the largest of its kind on the West Coast.

He must be doing something right with his shows.

"We are always turning away dealers at our militaria shows," Chatt says, "and there always is a waiting list of dealers waiting to exhibit in case of cancellations."