

Safety measures demand postponement of trade show until March as Birmingham and surrounding South continue struggle to recover

BIRMINGHAM – Sunbelt Promotional Products Association (SPPA) board members heeded safety officials’ calls to allow the Birmingham area to recover from Tuesday’s epic winter storm by delaying its January 28-29 trade show at Cahaba Grand Conference Center until spring. Sunbelt originally believed it could delay the show until Thursday, but weather is dictating otherwise.

The final decision was made in a specially called board meeting on Wednesday morning after it was also discovered that many exhibitors from around the region are severely affected by the storm.

“We were gathered here for a truly great trade show with 250 pre-registered attendees from Louisiana, Mississippi, Alabama, Georgia and the Florida Panhandle and a 12 percent increase in the number of booths sold over last year,” said SPPA President Charlie Cochran. “Many of our exhibitors haven’t been able to leave home, and several are stuck on the road.

“Unfortunately, the weather does not always do what we expect. We have communicated with emergency officials. They tell us that we should try this at a later date. We are listening.”

An announcement will be made next week with details on the new show date.