



FOR IMMEDIATE RELEASE
July 15, 2003

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**House Hasson “Constructs” Largest Tradeshow Ever at the
Knoxville Convention Center**

Knoxville, TN – House Hasson, the region’s premier dealer of hardware and lumber, will host their 95th annual **House Hasson Dealer Market** at the Knoxville Convention Center. Over July 18-20th, the three day tradeshow will bring over 3,000 exhibitors and industry representatives to the largest hardware show in the region.

This is House Hasson’s largest show ever. “Because our show has seen tremendous growth in the past years, we needed a convention center with the space to handle our event. We have over 450 vendors attending our show at the Center. Last year we only had 320. We are very lucky to have such a beautiful facility in Knoxville for our event that can handle the space needs for our growing event,” said company president Don Hasson. In addition to vendors and store owners from 13 states, Knoxville will also host store owners from the US Virgin Islands, Curacao, Bermuda, Aruba, Antigua, Cayman Islands, Venezuela and Grenada, to name a few.

This will not be the only year the Center will host this large event. **House Hasson** signed a 3-year contract in August 2001 to have its annual show at the Knoxville Convention Center. The weekend event is expected to make an estimated economic impact of \$3.3 million for the city of Knoxville over the next three years. The group has reserved an estimated 1200 rooms at the Hilton and the Holiday Inn for each year of the show.

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"Knoxville is delighted to host this wonderful event and know all will have a terrific time here." Mayor Ashe said. "House Hasson is a tremendous asset to our community, and I am glad they are able to now bring their trade show home to Knoxville." **House Hasson** has held previous shows in Nashville and Gatlinburg. Luckily for the city of Knoxville, the 500,000 square foot Convention Center can provide the space they need for a successful show. "This is a great event for the Convention Center and the city of Knoxville," said Bill Overfelt, General Manager of the Knoxville Convention Center. "The addition of the city's new convention center gives the city the ability to host events such as this corporate tradeshows of this magnitude. I think this further demonstrates this industry's commitment to long-term business."

House Hasson is a local company founded in 1906. The 350,000 square foot warehouse, located east of downtown Knoxville, serves over 1,000 independent hardware dealers in 13 states and several countries. Merchandise includes automotive parts, building materials, cleaning supplies, lumber, paint and paint sundries and plumbing and heating materials. President Don Hasson is on the board of directors of Distribution America, the nation's largest independent hardware buying association and served as past president for the Southern Wholesale Hardware Association and the International Hardware Distributor Association.

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