

IN THE UNITED STATES DISTRICT COURT  
FOR THE EASTERN DISTRICT OF PENNSYLVANIA

ADVERTISING SPECIALTY INSTITUTE,       :       CIVIL ACTION  
                                          :       :  
                  Plaintiff,               :       :  
                                          :       :  
                  v.                         :       :  
                                          :       :  
HALL-ERICKSON, INC.                     :       :  
d/b/a The Motivation Show,             :       NO. 03-3601  
                                          :       :  
                  Defendant.             :       :

**MEMORANDUM AND ORDER**

FULLAM, Sr. J.

October , 2003

This breach of contract action concerns an agreement relating to Plaintiff's participation in a trade show produced by Defendant to be held in Illinois. Plaintiff, a corporation headquartered in Pennsylvania, sued Defendant, an Illinois corporation.

Defendant has moved to dismiss the complaint for lack of personal jurisdiction and improper venue, or alternatively, for a transfer of this action to the United States District Court for the Northern District of Illinois. Pennsylvania likely has personal jurisdiction over Defendant because of Defendant's participation in several trade shows a year in Pennsylvania; however, it is clear that this litigation belongs in Illinois, where all of the significant events occurred (including, most

significantly, the trade show in question), and where most if not all of the pertinent witnesses are located. See *De Lage Landen Fin. Servs., Inc. v. Christ's Church of the Valley, Inc.*, 2000 U.S. Dist. LEXIS 17563, C.A. No. 00-3868, 2000 WL 1796422 (E.D. Pa. Nov. 20, 2000); *De Lage Landen Fin. Servs. Inc. v. Cardservice Int'l, Inc.*, 2000 U.S. Dist. LEXIS 15505, C.A. No. 00-2355, 2000 WL 1593978 (E.D. Pa. Oct. 25, 2000).

An Order follows.

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ADVERTISING SPECIALTY INSTITUTE,	:	CIVIL ACTION
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Plaintiff,	:	
	:	
v.	:	
	:	
HALL-ERICKSON, INC.	:	
d/b/a The Motivation Show,	:	NO. 03-3601
	:	
Defendant.	:	

**ORDER**

AND NOW, this        day of October, 2003, IT IS ORDERED that this action be transferred, pursuant to 28 U.S.C. § 1404(a), to the United States District Court for the Northern District of Illinois.

BY THE COURT:

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John P. Fullam, Sr. J.