It would be very useful to be able to actually look at components before you've bought them; when ordering online it is entirely possible for the schmuck on the other end to put the wrong part in the mail or something. If you could actually look at the parts and compare them to your existing/planned rig's specs before putting it together, that'd be absolutely amazing. Plus, $90 says that whoever worked in that store would be more helpful than any other tech support in existence by virtue of knowing what the hell they're talking about. You wouldn't have to worry about components being untested because you could sit there and watch as an employee tested them for you and exposed any defects or compatibility issues before anything truly catastrophic could happen.

In short: Hell yes. My inner geek would love to go and assemble a dreambox in the company of fellow geeks doing likewise.