

WILD BIRD EXPO™ 2019

Independent Exhibitor Information Kit

**Heart of America
Gift Show**

The Heart of America Gift Show is held in conjunction with the nation's premier backyard nature show, The Wild Bird Expo!

The Best Wild Bird
& Gift Show
To Attend in 2019!



October 8th, 9th, & 10th in Mexico, MO

Hosted by

Gold Crest
DISTRIBUTING.

- Visit with hundreds of Retailers **SERIOUS ABOUT BACKYARD NATURE & GIFT ITEMS!**
- **NO Drayage or Freight Handling Fees!**
- **Free Meals and Lots of Time to Interact with Customers & Prospects!**
- **Look inside for information on a show THAT MAKES YOU MONEY!**



WILD BIRD EXPO™ 2019



Heart of America Gift Show

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The Best Wild Bird & Gift Show To Attend in 2019!

Over the years, many folks have turned to us and said, “Mel, we love your Gold Crest Show, and we want you to take it to the next level to become the **Premiere Wild Bird Show and Event in North America!** We listened, and over the last 9 years, we hosted what we believe to be the **Best Wild Bird & Gift Show ever!** We listened to both vendor's and retailer's suggestions. We believe the result is a show your company will want to be part of! Last year was the fifth year of running the Heart of America Gift Show in conjunction with the Wild Bird Expo™. We've identified over 1500 business owners within a 300 mile radius that are looking for new & unique gifts, with only 2 postcards.

At Gold Crest, we do business with over 4,000 different accounts, and hundreds of them have attended our Wild Bird Expo in the past, and this year, we expect a **huge crowd**, as several stores have already signed up. Retailer sign ups are up significantly over sign-ups this time last year! Last year we had over **600 serious — order writing — retailers** from over 46 States and 2 Provinces in Canada attend our show. We are seeing a big increase for 2019. Included in our customer base are many:

- Specialty Wild Bird Stores (Independents, WBU's, WBC's)
- Lawn and Garden Centers
- Audubon and other “Not For Profit” Stores
- Feed and Farm Supply Stores
- Tourist Destinations and More.....
- Major Catalogs
- Gift Shops
- National & State Park Gift Shops
- Web-Based Businesses
- Hardware Stores
- Pet Stores
- Large Grocery & Farm Supply Chains



Remember, we will promote this show and the vendor information list attending to all 8,500+ accounts on our Mailing List, and your company will be exposed to all of them.

Gold Crest Distributing: Making this a profitable show for you!

- 1) **Provides the following free meals:**
 - Tuesday Lunch & Dinner
 - Wednesday & Thursday Breakfasts
 - Wednesday & Thursday Lunches
- 2) **Hotel rooms can be booked in Fulton and Columbia, Mo approx. 30 minutes from us:**

Country Hearth Inn located at 556 Amerihost Dr. Fulton, MO 65251 Telephone: (573) 642-0077
Residence Inn Located at 1100 Woodland Springs Ct. Columbia, MO 65202 Telephone: (573) 442-5601
- 3) **Great airfare rates** are available on Southwest, Air Tran, and American into St. Louis Airport! (Please note that drive time from the St. Louis airport is 1 ½ to 2 hours.)
- 4) **Free Drayage** — You can ship your show displays, products, etc. to our warehouse at 1600 Bassford Drive, Mexico, Missouri 65265, and we'll store it for free and have your boxes/pallet sitting in your Booth when you arrive. If you pack, label, shrink wrap, etc. what you want sent back, we'll coordinate return shipping for freight costs only — No Extra Charges by us! Please ship to arrive by September 14th 2019.
- 5) **Each booth will have 1 Free Table and 2 Chairs** (please let us know if you need them) — We're sorry we do not have enough carpet this year to do all the booths of everyone who wants to attend. You are welcome to send in any floor coverings you want.
- 6) **We have NO Unions — Fire Inspectors — Show Inspectors.** You are welcome to do anything you want in your booth, as long as it's safe, moral, and respectful of your fellow exhibitors and attendees! We'll have a limited amount of power tools available to help you assemble your booth. Let us know in advance, if you'll need this help.
- 7) **Our show is in our 110,000 square foot warehouse — It's a casual, fun environment. Retailers love it and Buy — Buy — Buy!!!**
- 8) **Free electrical hookups** — With advance notice. At other shows hookups will usually involve a \$75 Fee.
- 9) **Affordable New Products Showcase** — We charge just \$50 an item and allow you to display up to two items. Last year 95% of the attendees viewed the showcase and voted. Plus, we have Press Releases about the winner printed in several publications including Lawn & Garden Retailer!
- 10) **Fair Booth Cost** — The flat amount we request is an incredible value with all free meals included. **The Fair 10% commission** we require allows you to easily allows you to be profitable. Please note that all commissions are to be paid promptly - absolutely no later than December 3rd, 2019 to ensure an invitation for the 2020 show.

**Note: Much like last year we will sell out!
Sign up now to reserve your spot!**

Tally up all the above, and we feel you'll agree the

**The 2019 Wild Bird Expo & Heart of America Gift Show are
“Shows You Should Attend as Finally There Is a Show That Keeps Expenses Down”**



As President and owner of Gold Crest Distributing, I want to close by giving you my personal invitation and promise that we'll do everything possible to make this a **Profitable Event for You!** Note that unlike most of our competitors, we've never had our show be a profit center for Gold Crest. We've taken the dollars given to us as show support from our Gold Crest vendors and used it to:

- 1) Provide **FREE** rooms and meals for all retailers in attendance.
- 2) Provide **FREE** Shuttles around town and from the St. Louis Airport for all retailers.
- 3) Provide **FREE** popcorn and sodas throughout the show.
- 4) Provide **FREE** "goody bags" of samples "for each Retailer to help cover their gas and airfare. Note: You are welcome to join our Gold Crest Distributing vendors and provide something to put in these bags. We would need at least 350 of the item!
- 5) Pay for expenses of fellow "highly respected retailers or experts" to fly in and put on training sessions!

Analyze the above and you'll see why so many retailers in this tough economic time are making the Gold Crest Distributing Warehouse Expo and Heart of America Gift Show their Shows of Choice this Fall!!

Don't Miss this Event — A Harvard Business Review recently released a study of 2,300 business leaders in the United States, Europe and Asia and confirmed that face-to-face meetings are essential.

- In-Person meetings are key to the success of long-term relationships — 95%
- In-Person meetings allow me to build stronger business relationships — 95%
- In-Person meetings are essential for closing the deal — 89%

We hope to see you in person at our Wild Bird Expo and Heart of America Gift Show — Don't hesitate to contact our Show Coordinators, Brenda Wright, or Grant Toellner, or myself directly with any questions. **Please confirm your decision to attend the show as soon as possible!** We will be sold out in 2019 and a panel of retailers are helping us decide which final vendors to add!



Mel Toellner, President
Gold Crest Distributing
Ph: 888-985-2473
Fax: 866-340-9670
Email: mel@goldcrestdistributing.com

*Remember "Nature is God's stress reliever.
Take time today to listen to the birds sing!"*

P.S. Don't take our word on how much retailers loved our show — check out their comments on the next page.



Exhibitors comments about the...

WILD BIRD EXPO™ 2018



... Everyone at Gold Crest is wonderful and helpful, solicitous of vendors, etc. We are well taken care of and appreciate staff's thoughtfulness and kindness ...

Laurie Schlesinger Princeton University Press

... Best Show Ever! ...

Bill Arlitt Best 1[®]

... It is a pleasure to be part of such a wonderful show and it is truly a breath of fresh air! We look forward to attending again. ...

Shirley Szabo Andreas Trivets

... We look forward to coming to this show every year. This show gave us the opportunity to meet many new customers and prospective customers that we have never seen before!! The most important point is you and your staff want all of the vendors to do well. It is absolutely a win-win for us all. ...

Sue & Tony Otero Lone Wolf

WILD BIRD EXPO™ 2019

Exhibitors Schedule

**Heart of America
Gift Show**

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All Show Materials, etc. (Delivered to Gold Crest Warehouse):

September 14th if you want to ship in early. Otherwise you can bring show materials on Monday, October 7th.

You are welcome to set your show at ANY time Monday, Oct. 7th.

Tuesday, October 8th

Vendor Set Up Time: 8:00 a.m. to 3:00 p.m.

We are requesting all booths to be open no later than 3:00pm on Tuesday. We have stores arriving early and ready to start buying! We encourage booths to be open as early as possible to increase your sales! The Burger, Brat & Beer event will be held at our warehouse on that opening night. We want you to be ready and believe you will be able to sell a lot at this event!!! Last year retailers and vendors loved the event!

Oktoberfest Opening Event: 3:00 p.m. to 7:00 p.m. at the Gold Crest Warehouse

All booths open and manned to sell. German band, beer & wine, BBQ brats & burgers and all the fixings are provided by Gold Crest Distributing. **Retailers asked for this extended time - They want more time to buy from you!!**

Wednesday, October 9th

Free Breakfast: 7:00 a.m. to 9:00 a.m.

Trade Show Opens: 8:00 a.m. **Time to Sell!!!** **Trade Show Closes:** 5:00 p.m.

Free Lunch: 11:30 a.m. to 1:00 p.m.

Note: Several Training Seminars will be held on Wednesday, and this is a big draw to Retailers, who do a lot of shopping at the show between, before, and after seminars. This evening is dinner on your own, as Retailers Dinner/Share Night Event is open only to sponsoring vendors. We recommend Bek's Restaurant in Fulton, Porky's Smokehouse, Dos Arcos Mexican Restaurant, The 581, Vega's Burritos, Dagwood's and Aussie Outback & Down Under all right here in Mexico!

Thursday, October 10th

Free Breakfast: 7:00 a.m. to 9:00 a.m.

Trade Show Opens: 8:00 a.m. **Time to Sell!!!** **Trade Show Closes:** 1:00 p.m.

Free Lunch: 11:30 a.m. to 1:00 p.m.

Booth Tear Down, Load up, or Preparation for Shipping Product Back: 1:00 p.m. to ??

We look forward to seeing you at the Wild Bird Expo & Heart of America Gift Show:

A Show Designed to make "Exhibitors" Dollars!!!

WILD BIRD EXPO™ 2019

Non GCD Vendor, Exhibitor Registration Form

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Sign-Up Form Due Back by June 1st. Return to Attn: Brenda Wright via Fax to 866-340-9670.
Or mail to Gold Crest Distributing, P.O. Box 157, Mexico, MO 65265

1) **NUMBER OF 8' X 10' BOOTHS** _____ @ \$500 ea. = Total \$ _____
Includes at no charge 2 Breakfasts, 3 Lunches, 1 Dinner and Listing on www.wildbirdexpo.com

2) **EXHIBITING COMPANY INFORMATION:**
(This person will receive booth information, exhibitor kit, etc, via mail, fax or email.)

Company: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email Address: _____

Signature: _____

Attendee Names: _____

BILLING INFORMATION: (If billing address is different from above information, please complete)

Company Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Email Address: _____

3) **PAYMENT:** Please attach a \$500 deposit check (or for total amount above if you need more than one booth) made payable to Gold Crest Distributing and mail check with form to P.O. Box 157, Mexico, MO 65265. Or Fax this Form to 866-340-9670 with the following credit card authorization information.

Payment: Please charge My Credit Card for the \$500 deposit (per 8' x 10' booth or total amount from above)

Credit Card Type (please circle one): Visa MasterCard Discover American Express

Credit Card Number: _____

Expiration Date: _____ Security Code #: _____

Name on the Credit Card: _____

Street Address Statement is Delivered to: _____

*All credit cards will be charged upon receipt of faxed form.



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Retailer comments about the...

WILD BIRD EXPO™ 2018



... Love the “One Stop Shopping”. The genuine and honest help and giving spirit of the whole Gold Crest Family! ...

Cindy Bartush Hess The Bird Nest / Muenster, TX

... GREAT EXPO! Everyone at Gold Crest is the absolute Best!! Not a grumpy person in sight! ...

Diane Martin Hollywood Feed / Cumming, GA

... We loved your show! Everyone was wonderful and helpful! I personally enjoyed the small community feel to the event. Reminded me of back home. ...

Pete Moline Wild Birds Unlimited / Peoria, IL

... We look forward to this show every year. It gives us a chance to see new products and new vendors. Your complete staff are all helpful, even willing to walk the entire warehouse if need-be. It is nice to be partners with a company that requires this kind of courteous help. ...

Ron Smith The Secret Shed / Schererville, IN

... This was our first time out and it was a wonderful experience. We were very impressed with the friendliness and helpfulness of everyone we spoke with from the Gold Crest staff to the vendors. We had so many questions and everyone was very patient with us. I just want to thank you again for all of your help leading up to and during the Expo....

Kevin & Laura Martin Thistle & Twig / Plainfield, IL 60544