

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



Visiting the Wild Bird Expo 2019

Hotel & Lodging.....\$0  
Car Rental & Gas.....\$0  
Food & Beverages.....\$0  
Seminars & Activities.....\$0

Coming to the Nation's Largest &  
Best Wild Bird Show.....Priceless

# WILD BIRD EXPO™

The Best Wild Bird & Gift Show You Can Attend in 2019!



[www.wildbirdexpo.com](http://www.wildbirdexpo.com)

**Gold Crest**  
DISTRIBUTING.

Toll Free: (888) 985-BIRD

- Over 120 Major Nature Industry Vendors
- Latest New Products & Services
- Wednesday Night Idea Sharing Event
- FREE Lodging, Meals & Shuttles
- FREE Expo Seminars by Industry Leaders
- FREE Opening Night Oktoberfest Celebration

Exhibitors & retailers alike agree – **“The Wild Bird Expo™ is North America’s Premiere Wild Bird Show & Event!”** Don’t take our word for it, read the enclosed comments from last year’s show. We guarantee you’ll benefit from coming as we’re dedicated to helping YOU BE MORE SUCCESSFUL! This year’s events & attractions include...



### MORE NEW PRODUCTS

This will be the largest number of Wild Bird vendors in one spot at one time in the USA in 2019! ALL Gold Crest Vendors will offer at least 5% OFF everything you purchase, some up to 20% OFF! Vendors will open at 3pm Tuesday evening for early shopping during our Oktoberfest Celebration.



### OKTOBERFEST

Our Tuesday evening opening Oktoberfest will again be held at the Gold Crest warehouse where the Wild Bird Expo™ is located. Last year’s full-blown celebration was such a hit with the German band, German-themed drinks & food that we’re doing it again! Vendor booths & show floor will open early at 3:00 until 7:00 pm.



### MORE LEARNING!

Retailer after retailer told us they love our event because we don’t just sell to you, “We Help YOU Sell!” Don’t take our word for it, read the enclosed list of unsolicited retailer comments from our 2018 show. We happily continue Share Night where you and fellow retailers bring in & share your best ads, displays, promotions & direct mail pieces. After the show, participating attendees may request a digital notebook with copies of all ideas shared. This book alone makes it worth your time to attend!



### VALUABLE SEMINARS

Every year, visitors tell us that seminars are the #1 reason to attend! Most seminars will take place Wednesday to allow MORE time for shopping. A few will be on Thursday to accommodate one day only visitors. We’re excited to welcome Key Note Speaker Pamela Danziger, author and market researcher on the future of retail and the world’s most influential consumers. All seminars are guaranteed to help you grow your business & better serve your customers.

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# 2019

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You Can Attend in 2019!





### ONE-OF-A-KIND SHOPPING EXPERIENCE

In addition to the 120+ vendor booths, our popular **WAREHOUSE AISLE SHOPPING** will give you the ability to take a shopping cart and walk the aisles of our warehouse. You will see and touch over 17,000 items and take home fresh, new products to help grow your business! No other show gives you the ability to hold & analyze every product we carry. This is perfect timing for the upcoming holiday season. As the above picture shows, you will shop till you drop, so bring your best walking shoes!



### EVERYONE LOVES OUR GARAGE SALE!

So many folks enjoy our garage sale, where we have samples, discontinued items, overstocks and slightly damaged products **ALL JUST \$2, \$5, \$10 or \$20**. This year, our garage sale tent is open: Tuesday 10 am - 5 pm (no sooner please, out of consideration for those flying in), Wednesday 8 am - 5 pm, and Thursday 8 am - 4 pm. The tent is always packed with hundreds of people taking advantage of deals. Products are replenished until they are gone! First Come - First Save!! Note: Products are sold as-is, with no guarantees on product type availability.



### SEE OUR PERMANENT IN-HOUSE SHOW FLOOR!

Come see 1000's of products, ranging from wild bird & backyard nature, to gift, and also beverage gifts & accessories. Visit with a member of our knowledgeable team and take home ideas for how these products can work together for you. To better serve your growing gift needs, the Heart of America Gift Show™ was developed. Now in its 6th year, HOAGS is in conjunction with the Wild Bird Expo™.



### WHY IS THIS THE BEST SHOW OF THE YEAR?

- **FREE Rooms** while you're visiting us!
- **FREE Meals** while you're visiting us!
- **FREE Goodie Bags** (\$200 value) to help cover transportation costs!
- **FREE Hotel Shuttles and Shuttles to/from the St. Louis Airport & to all events in Mexico & Columbia!**

We guarantee the 2019 Wild Bird Expo™ will be a good investment for you (minimal cost, as we cover most expenses). **FANTASTIC SPECIALS – NEW PRODUCTS – GREAT LEARNING OPPORTUNITIES!!!** We need your help! Please sign up ASAP, as each year the event gets larger. Also, first sign ups get the best lodging! Please fill out the enclosed sign up sheet & fax, email or mail it to us.

**A SPECIAL THANKS!** The 2018 Wild Bird Expo™ could not have been possible without the generosity & dedication from the below **GREAT VENDORS**. Thank you for hosting the meals, shuttles & refreshments!



**Best Functional Gift Product Aspects**

**Best Gift Product Weems & Plath Conant Custom Brass**

### PLACE YOUR VOTE IN THE BEST NEW PRODUCT SHOWCASE

Last year's winners of the Best New Product Showcase have proven to be top selling **HOT NEW** Products! Be sure to check out this year's candidates and place your bet for your favorite product. It's a great way to stay informed on this year's soon-to-be hottest products!!





# WILD BIRD EXPO™ 2019



Hosted by  **Gold Crest**  
DISTRIBUTING™

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

## Wild Bird Expo™ 2019 Sign Up Form

Return to Brenda Wright (Show Coordinator) via:

Phone: 888-985-2473 Fax: 866-340-9670, Email: [info@wildbirdexpo.com](mailto:info@wildbirdexpo.com), or Mail: P.O. Box 157, Mexico, MO 65265  
(Sign up form will also be posted on our expo website at [www.wildbirdexpo.com](http://www.wildbirdexpo.com) in the near future)

**CONTACT:** Business Name: \_\_\_\_\_ Phone # \_\_\_\_\_  
Address: \_\_\_\_\_ Email: \_\_\_\_\_  
NAME of Attendees: \_\_\_\_\_

**MEALS:** Tuesday, Oct. 8th – Oktoberfest Celebration @ Warehouse: Yes \_\_\_\_\_ No \_\_\_\_\_ Number Attending \_\_\_\_\_  
Wednesday, Oct. 9th – Free Breakfast @ Warehouse: Yes \_\_\_\_\_ No \_\_\_\_\_ Number Attending \_\_\_\_\_  
Wednesday, Oct. 9th – Free Lunch @ Warehouse: Yes \_\_\_\_\_ No \_\_\_\_\_ Number Attending \_\_\_\_\_  
Wednesday, Oct. 9th – Share Night w/Free Dinner & Drinks: Yes \_\_\_\_\_ No \_\_\_\_\_ Number Attending \_\_\_\_\_  
Thursday, Oct. 10th – Free Breakfast @ Warehouse: Yes \_\_\_\_\_ No \_\_\_\_\_ Number Attending \_\_\_\_\_  
Thursday, Oct. 10th – Free Lunch @ Warehouse: Yes \_\_\_\_\_ No \_\_\_\_\_ Number Attending \_\_\_\_\_  
 Please check box if you prefer Vegetarian meals

**LODGING:** Hotel Info: Nights Needed / Smoking or Non-Smoking  
Tuesday, Oct. 8th: Yes \_\_\_\_\_ No \_\_\_\_\_ Smoking or Non-Smoking (circle)  
Wednesday, Oct. 9th: Yes \_\_\_\_\_ No \_\_\_\_\_ Smoking or Non-Smoking (circle)

**Early arrivals on Monday or those staying over on Thursday will be responsible for their own expenses for those evenings.**

**AIR TRAVEL:** Arrival Info into St. Louis: Free Shuttles from St. Louis to Mexico provided by Gold Crest Distributing  
(You can provide this later. Book flights EARLY on Southwest and you'll get great rates into St. Louis!)  
Flying: Yes \_\_\_\_\_ No \_\_\_\_\_ Cell # if flying: \_\_\_\_\_  
Arrival Date: \_\_\_\_\_ Flight # \_\_\_\_\_ Airline \_\_\_\_\_ Time \_\_\_\_\_  
Departure Date: \_\_\_\_\_ Flight # \_\_\_\_\_ Airline \_\_\_\_\_ Time \_\_\_\_\_

**SHUTTLES:** Shuttle Info: Will you be using our shuttles? Yes \_\_\_\_\_ No \_\_\_\_\_  
To and From above flights? Yes \_\_\_\_\_ No \_\_\_\_\_ Just around Mexico? Yes \_\_\_\_\_ No \_\_\_\_\_

**Thanks for signing up for the Wild Bird Expo 2019!!! It will make YOU \$\$\$!!**

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

# WILD BIRD EXPO™ 2019

## Schedule

### Tuesday, October 8th

Shuttles will run all day Tuesday from St. Louis airport to & from hotels & GCD warehouse.

- 8:00 am Shuttles begin running from St. Louis Airport.
- 10:00 am Gold Crest permanent sales floor opens for shopping.
- 10:00 am Garage Sale opens. Gold Crest will be open for warehouse shopping.
- 12:00 pm Light lunch served at Gold Crest warehouse.
- 3:00 pm All Vendor Booths will be open on Tuesday from 3:00 to 7:00 pm.
- Beverages @ 5:00 pm Oktoberfest begins!!! Beer, Brat, Burgers and Pretzels for all Tuesday arrivals. All vendors and attending retailers are invited so this will be a great time to share ideas and experiences and simply "have fun" together!!
- Food @ 6:00 pm Celebration takes place at Gold Crest warehouse and vendor booths will be open late for shopping!

### Wednesday, October 9th

Shuttles will run all day Wednesday from St. Louis airport to & from hotels & GCD warehouse & then to Mexico Country Club in the evening.

- 6:15 am - 7:00 am Shuttles - Grab everyone signed up for the Birdwalk and leave Gold Crest promptly at 7:00. Local birder to guide group. (To-Go breakfast plates for birdwatchers.)
- 7:00 am - 9:00 am Free breakfast served at GCD warehouse. Back by popular demand is the "Pancake Man". Truly a show, not just a meal! Vegetarian meals available upon request.
- 8:00 am Gold Crest garage sale opens.
- 8:00 am - 5:00 pm Gold Crest Distributing Wild Bird Expo™ opens! Our show features 120+ vendors, all with a savings of at least 5% off & up to 20% off or MORE including over 2 dozen vendors we don't stock - several new for 2017!!
- 8:00 am Shuttles will be available to tour Songbird Station retail concept store in Columbia.
- 10:30 am - 3:00 pm Seminars featuring fellow retailers discussing issues important to you.
- 11:00 am - 12:00 pm Keynote Seminar Session (Keynote Seminar given a second time at 3-4 p.m.)
- 11:30 am - 1:00 pm Free BBQ Ribeye Steak Sandwich at warehouse (Vegetarian meals available upon request).
- 2:00 pm Shuttles will be available to tour Songbird Station retail concept store in Columbia.
- 5:00 pm Trade Show closes for the day, includes Garage Sale.
- 6:00 pm Share night with free homestyle fried & baked chicken dinner & free drinks at Steinman Banquet Hall (Vegetarian meals available upon request). Retailers are asked to bring copies & examples of their best: advertising, displays, promotion, and direct mail piece. Attendees will vote & \$50 gift cards will be awarded to the winners. Everyone that brings something to show is guaranteed an electronic copy of a notebook of all entries that will be sent to them upon request after the event. Lots of time for fun & idea sharing with fellow retailers.

### Thursday, October 10th

Shuttles will run all morning to & from hotels & GCD warehouse.

- 6:15 am - 7:00 am Shuttles - Grab everyone signed up for the Birdwalk and leave Gold Crest promptly at 7:00. Local birder to guide group. (To-Go breakfast plates for birdwatchers.)
- 7:00 am - 9:00 am Free breakfast served at GCD warehouse. Includes homemade breakfast casserole, cinnamon rolls, fruit & cereal.
- 8:00 am Gold Crest garage sale opens.
- 8:00 am - 1:00 pm Gold Crest Distributing SUPER Warehouse Trade Show Opens! Save big money - "Just in time for Christmas!"
- 11:30 am - 1:00 pm Free BBQ pork & chicken lunch with all the fixings (Vegetarian meals available upon request).
- Afternoon / evening shuttles run to St. Louis airport.
- 1:00 pm Wild Bird Expo™ closes for 2019 – SAFE TRAVELS HOME!
- 1:00 pm - 4:00 pm Gold Crest Permanent Show Floor, Warehouse & Garage Sale will remain open for those wanting to continue shopping until 4:00pm.

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### Friday, October 11th

Shuttles run for Friday departures from St. Louis airport (if necessary).