



## 2016 AGL Nyngan Ag Expo

Saturday 6<sup>th</sup> August 2016

All business owners know that one of their biggest needs is to get in front of their target market. You need to be seen and heard by potential customers. In today's competitive marketplace, businesses are finding they have to get more and more creative in their approach. Consumers have become tired of aggressive marketers. No-one appreciates a cold caller. Leaflets in letter boxes are often ignored. And increasingly, we don't open emails from senders we don't know.

So, how do you get in front of your audience?

### **The AGL 2016 Nyngan Ag Expo is a Sure Fire Way to Meet Your Market!**

Exhibiting at this expo is a really important way to meet possible prospects. They offer a fun and interesting environment where the whole family turns out to see what you have on offer. It's a relaxed, warm atmosphere and brings like-minded potential clients to your front door.

#### **1. Getting Connected**

You can connect with your visitors – not just at the Expo – but in the year ahead. Grab email addresses from visitors to your stall and you can send out newsletters, links to your blogs and special offers all year round.

#### **2. There's No Better Connection than Face to Face**

Meeting people face to face is still the best way to do business. Customers like the personal touch; they like to see the face behind the brand. Meeting potential customers builds a level of trust that could never be achieved via online or print marketing.

#### **3. Show and Tell**

One of the best things about exhibiting is that it gives you a chance to demonstrate your products. Visitors come along to learn. They come to see your products in action. Expo visitors expect and love the 'hands on' aspect of AGL Nyngan Ag Expo. They can see, touch and smell your products.



#### **4. It's All About Relationships**

The old saying – ‘it’s not what you know, but who you know’ – still rings true. The AGL Nyngan Ag Expo is a great opportunity to forge relationships with others in similar industries. Many exhibitors have reported receiving leads from contacts made at the Expo.

#### **5. You Can't Teach an Old Dog New Tricks – Or Can You?**

Exhibitors will learn a lot by attending. You will hear from consumers directly. You will find out what they are looking for, what their interests are, what ‘objections’ they have to buying your product. Exhibiting affords you a great opportunity for market research. You will also learn about the challenges and trends in your industry and learn how others are approaching business.

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