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**FOR IMMEDIATE RELEASE**

## **Small Businesses Must Prepare to be Successful at Wholesaling**

**CANTON** - Small businesses in the local area have a new opportunity to expand and grow their operations by selling their wares at wholesale to stores and retail outlets around the region as part of the Fall Buyer Days in October.

Buyer Days, a wholesale trade show, will be hosted by Adirondack North Country Association (ANCA) and the St. Lawrence County Chamber of Commerce on October 18, 2015. The show is planned in conjunction with the Chamber's retail Craft, Food & Wine Show on October 16 and 17 at Cheel Arena in Potsdam.

Although the wholesale show presents a great platform to make contacts and sell to buyers from a number of retail establishments in one place, those hoping to enter the wholesale market successfully must be prepared in order to avoid costly mistakes and make the most of their wholesale opportunities. To help vendors prepare for Buyer Days, ANCA and the Chamber have teamed up with the SUNY Canton Small Business Development Center (SBDC) to help vendors prepare and make the most of Buyer Days.

"Strategies for a Successful Wholesale Show" will be presented by the SBDC from 2:30 to 4:30 p.m. on August 19 at the SUNY Canton Campus Center. Here, vendors will learn how to evaluate their readiness for wholesaling, how to price and sell at wholesale and how to create an effective trade show booth.

"Many participants in the Craft, Food and Wine show have been successful at the event year after year," said Brooke Rouse, Executive Director for the St. Lawrence County Chamber of Commerce. "This year we wanted to provide them the chance to step into the wholesale market as well."

By partnering with ANCA, the Chamber is able to offer a wholesale trade show with a proven track record. "ANCA has been hosting Adirondack Buyer Days for 29 years, drawing buyers from gift shops, restaurants, museum shops, farm stands and other independent retail outlets across Northern New York and New England. "The show is a great opportunity for vendors to access new markets, and for retailers to buy directly from artisans, meet the producers and learn the stories of their unique wares," said Lauren Richard, Buyer Days Show Coordinator for ANCA.





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“Strategies for a Successful Wholesale Show” is open to vendors participating in the Chamber’s Craft, Food & Wine Show and/or the Buyer Days, but is also open to other businesses who wish to seek out wholesale contacts. The workshop is free for vendors who are registered and paid for the Craft, Food & Wine Show and/or the Buyer Days. Cost is \$5 for members of ANCA and the St. Lawrence County Chamber of Commerce as well as SBDC clients. Cost is \$10 for all others.

Registration can be completed with ANCA online at this link:

<http://www.adirondack.org/civCRM/event/register?cid=0&reset=1&id=16>

For further information on the Fall Buyer Days contact ANCA at (518) 891-6200 or email [lrichard@adirondack.org](mailto:lrichard@adirondack.org). For information on the Craft, Food & Wine Show, contact the Chamber at (315) 386-4000. For information about the wholesale workshop, contact the SBDC at (315) 386-7312 or email [sbdc@canton.edu](mailto:sbdc@canton.edu).

