



MAKE AN *Impression*

Along with your Arizona-grown or locally-made product, you're selling your brand. Follow these tips to make an impactful impression and close the deal!

VISUALS

- SIGNS**
Make your table visible from a distance, so buyers can find you with ease.
- SHELVING/DISPLAYS**
Bring layered displays you can use to show your colorful foods and products to draw the eye. Keep the product stocked in your display to create a sense of abundance. Pre-fill large vessels with filler like cardboard or straw to make them look perpetually full.
- BE INVITING!**
Engage with others and be friendly while you are at the event! Make yourself a part of your display with branded clothing or props, and a smile. Stay off your phone.
- DISPLAY YOUR PACKAGING**
Show buyers what your product looks like when it's boxed, bagged, or otherwise packaged for wholesale or in retail distribution.
- SHARE YOUR STORY**
Everyone wants to see where their food comes from! Display pictures of your family, your farm or shop, and cute farm animals! Use a map to show where your farm or processing location is. You can also bring props for foods that are processed in-house (i.e. if you make cheese, bring cheesecloth, strainers, and cheese molds!)

SAMPLES!

- BRING SAMPLES**
Offer samples for buyers to taste and/or take back to their kitchens for testing! If your product is out of season, consider bringing a preserved version (canned, pickled, candied, etc.). If you produce a raw product, consider bringing samples that incorporate your product.

CLOSING THE DEAL!

- COSTS & PRICING**
Know your costs and publish stable wholesale prices, suggested retail prices, and seasonal availability, where applicable. Bring extra copies of your price sheet for buyers.
- BUSINESS CARDS**
Make sure buyers can get in touch with you!
- CLIPBOARD OR NOTEPAD**
Have a clipboard for potential buyers to write down their contact information, so you can easily follow up after the event and close the deal.