



# Melton Business EXPOsed Small Business EXPO 2011

Melton Recreation Reserve  
Saturday 5 November 2011

# CALL FOR STALLHOLDERS

Download an application from [melton.vic.gov.au/business](http://melton.vic.gov.au/business) or email [rosar@melton.vic.gov.au](mailto:rosar@melton.vic.gov.au)  
Applications close: Friday 19 August 2011

Proudly sponsored by:



Supported by:



# Melton Business EXPOsed

## Small Business EXPO 2011

The Melton Business EXPOsed Small Business Expo is an exciting, new business event that provides outstanding opportunity for local businesses to get their brand out to the Melton community, Australia's second fastest growing municipality!

Held in conjunction with the 2011 Djerriwarrh Festival, an event that attracts crowds of over 30 000, exhibitors at the Melton Business EXPOsed Small Business Expo will have an unparalleled opportunity to showcase their business to a diverse and vibrant audience, and to establish their brand in a community that's ripe for business development and growth.

But be quick! Stalls at the Melton Business EXPOsed Small Business Expo are **extremely limited**, so be sure to submit your application form soon! **Applications close COB Friday 19 August 2011**

To download your stallholder application go to: [melton.vic.gov.au/business](http://melton.vic.gov.au/business) or email [rosar@melton.vic.gov](mailto:rosar@melton.vic.gov). For further information, contact Esther Clark, Economic Development Officer, on 9747 7200.

## So, what's in it for me?



### Sue's Top Expo Tips

**Make your stall visually appealing to attract more customers... do demonstrations, set-up interactive displays or run a short video that teaches visitors more about you and your products**

Offer "expo specials" like two-for-one deals, free taste tests, put together a show-bag... get creative!

**Ensure your branding is consistent across all your products as well as your displays and packaging**

Listen to your customers! Ask them what they like about your product. What don't they like? It's a wonderful opportunity to do some market research!

We asked Caroline Springs business owner and professional exhibitor, Sue Lazar of **Gourmet Morsels**, what she sees as the greatest benefits of exhibiting at expos.

"There are so many pluses, I hardly know where to start!" Sue said. "Brand exposure, taste testing, raising product awareness, direct selling... and really, what better way is there to build a relationship with your customers and find new ones?"

Sue and her husband, Joe, exhibit at 28 Shows and over 25 markets across Australia each year, including the Sydney Easter Show, Good Food and Wine Festival in four states, Tasmanian Craft Fair, Deloraine and HIA Home Show, to name a few.

"Since joining the expo circuit, my business has grown and grown, and my relationship with my customers has really solidified. They get a real buzz out of meeting us, telling us what they love about our products and sharing their suggestions about how we can improve... so many great ideas have come from meeting our customers at expos, listening to what they tell us and then using that information within our business."

Sue and her business Gourmet Morsels, will be exhibiting at Melton Business EXPOsed Small Business Expo. To be part of this exciting event, simply complete the application form and return it to us by 19 August 2011.