

THINKING OUTSIDE THE BOX

- ▣ ...To Diversify Events and Facility Use

Gary Schulz, President
California Raisin Marketing
Board
&
Raisin Administrative
Committee

Formerly:
General Manager, World Ag
Expo-Tulare, 1990-2005
&
5th Generation American
Farmer

Your Challenge as Fairgrounds Managers and Marketers:

“How to increase your event-
days while increasing
profitability.”

Yes, PROFIT is not a dirty 6-
letter word!









THANKS FOR
ATTENDING
WORLD AG EXPO

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Chery Trucks



N ST







HERITAGE COMPLEX





Fifteen Years at IAC...the Results?

- \$1.2 BILLION economic impact of World Ag Expo !!!
- CA Antique Farm Show largest in the west !!!
- 57,000 sq. ft. Heritage Complex !!!

Growth of International Agri-Center 1990-2005

- Staff: 5 to 20
- Volunteers: 250 to 1,200
- Exhibitors: 700 to 1,500
- International Attendees: 150 to 1,000 from 60 foreign nations
- Budget: \$800,000 to \$6 million
- Net Profit: \$300,000 per year
- Net Worth: Zero to \$18 million !!!

Our Philosophy with Customers

Include Everything in the Price

Take the Long View

Smother the Customer with Customer Service

— Nordstrom's

Get Them to Sign a Renewal Contract ASAP!

Customer Service

- Know who your customers are.
- Front desk.
- Voice mail.
- Good website.
- Say please and thank you.
- Advisory committees.
- Regular communications.
- Survey.

Development of New Events

- Mine Your Current Customers
- Ask People to Use Your Facilities
- Don't Be Afraid to "Steal" Ideas of Events
- Create Your Own
 - Spokane Wine Festival
 - Spokane National Stockshow
 - California Antique Farm Equipment Show
 - Western Dairy Expo

Why Does the Raisin Board Sponsor the Big Fresno Fair?

- Return on Our Investment
- Exposure and Interaction with Our Target Market: Young Moms
- Exposure and Interaction with Our Growers
- Create Some Good News



