

## 2010 Pre-Convention Workshop

# Innovative Merchandising and Displays to Increase your Bottom Line

A John Stanley Workshop

Tuesday, February 23, 2010, 9:30 a.m. to 4:30 p.m.

Brock University, St. Catharine's, Ontario



Customers buy with their eyes. Attention grabbing displays mean greater sales for your market. Learn how to create displays that work. This workshop will cover:

- ▶ Retailing with the customer in mind
- ▶ How to play the image game
- ▶ Merchandising for success
- ▶ Building displays that work
- ▶ The role of the team in increasing the average sale per customer
- ▶ Implementing new ideas

2010 will be a pivotal year in the direct farm marketing industry. The economic challenges of 2009 will settle down and businesses will have an opportunity to grow using new game rules.

The farmers' direct supply chain has enormous opportunities during this time of change. The possibilities for proactive farmers are exciting, but they will have to think outside the box and do things differently if they are to grow the market.

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Workshop cost.....	OFFMA Members	\$65 + GST per person \$180 + GST per team of 3
	Non-members	\$95 + GST per person \$270 + GST per team of 3



*The*  
**CENTRE FOR  
RURAL  
LEADERSHIP**

# Innovative Merchandising and Displays to Increase your Bottom Line

A John Stanley Workshop  
Registration Form

Tuesday, February 23, 2010, 9:30 a.m. to 4:30 p.m.  
Brock University, St. Catharine's, Ontario

Name 1: \_\_\_\_\_

Name 2: \_\_\_\_\_

Name 3: \_\_\_\_\_

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_ Postal Code: \_\_\_\_\_

Ph: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

**Registration deadline— February 15, 2010**  
**Space is limited, so book your seat TODAY!**

## Workshop Cost:

OFFMA Members \_\_\_\_\_ x \$68.25 (including GST) = \_\_\_\_\_

(team rate \$189 for 3 )

Non-members \_\_\_\_\_ x \$99.75 (including GST) = \_\_\_\_\_

(team rate \$283.50 for 3)

TOTAL \_\_\_\_\_ (1)

## Banquet Tickets:

Tuesday, February 23, 2010 at Caroline Cellars, Virgil, ON

OFFMA Members: \_\_\_\_\_ x \$42 ( including GST) = \_\_\_\_\_(2)

**TOTAL COST - workshop & banquet (1+2) = \_\_\_\_\_**

## Payment Options:

Mastercard,  VISA,  cheque made payable to OFFMA

Card# \_\_\_\_\_ Expiry date: \_\_\_\_\_

Signature: \_\_\_\_\_ Printed Name on card: \_\_\_\_\_

Mail form to: OFFMA, 2002 Vandorf Rd., Aurora, ON L4G 7B9

Fax form to: OFFMA at 905-726-3369, info@ontariofarmfresh.com