Subject: Commercial Exhibitors at the Plumas Sierra County Fair
Date: June 10, 2010

For Immediate Release

Every business is and should be looking for opportunities to increase their sales. The ones that are making it through these tough times are doing so by paying attention to the basics; good customer service, competitive pricing, clean stores and good selection. Many follow the well founded advice of advertising more when business is off. The big question has always been, "What's the best way to promote my business"?

One of the more effective ways to promote your business is to get your product exposed to as many people as possible. This is especially true for businesses that may not have the best location. When you live and do business in a large county like ours, it has always been a challenge to lure customers from one community to another. The truth is, there has always been a way to show your goods and services at the one event that brings people from every corner of two counties together; the Plumas Sierra County Fair.

Commercial vendors have always been a huge draw at the Fair. Almost every visitor to the annual event makes a swing through Serpilio Hall to see what's for sale. Many small businesses have found that this is an inexpensive way to expose about 15,000 people to their products. For five days, business owners can educate the public, generate leads, and make actual sales without a phone ringing or other distractions to interrupt them. There are some businesses that only do business at fairs or expositions. They know potential customers are relaxed, interested and ready to listen at fairs. All this for around $60 per day.

If you are looking for ways increase business and feel that if more people knew about you, that could happen, consider renting a booth at this year's Plumas Sierra County Fair. The fair staff would be happy to offer some suggestions on how to get the most out of booth, or answer questions about location and sizes available. For more information, call Willo at 283-6272.