

## Llama Shows-Your Marketing Opportunity! By Sue Wilde

1. Try to book your show in conjunction with a fair, farmer's market or other established event when ever possible. Stand alone events have a more difficult time drawing a large crowd.
2. Advertise to llama breeders far and wide. Advertise to the public far and wide. Let people know the llamas are happening!
3. Give local businesses "the opportunity" to market through your event with sponsorships and market place booths.
4. Have a "welcome to llamas" booth. A video playing, information packages and exhibitor lists with their contact information available will the the message into the hands of the visitors.
5. A table that sells or promotes llama related items such as manure, fiber & fiber products would be useful by the information station.
6. A festive atmosphere with music, decorations and pleasant exhibitors will make the public think, "we want to be a part of this!".
7. The show could offer a prize to the exhibitor who has the most interactive and informative booth.
8. Door prizes and draws or a silent auction with llama related items will leave a lasting tangible impression.
9. Include classes in the show that involve the audience participation. A people's choice award class or a "you be the handler" class which can put a reliable llama in the hands of the public.

10. Make your llama show more than a llama gathering, make it a marketing opportunity. It can be a fun way to share your llamas and the llama experience.

Llama shows can be one of the most enjoyable aspects of owning llamas. It's a great opportunity to see and be seen, find out what's new, pick up some handy tips, meet the public and spend some quality time with your llamas. Whenever possible be a part of the show crew, an exhibitor and most of all a devoted llama owner. And Have Fun!!