



## A Step Back In Time...

The date is March 11, 1912. On this day in history, the magnificence of Hotel Utica was complete, and its doors were opened to commercial travelers and sophisticates alike. The traditions of yesterday merge with every comfort of today. It was a time when **Judy Garland** sang birdlike for guests from the mezzanine of the hotel, and **Mickey Mantle** signed autographs. If the walls of this hotel could talk, they would tell the stories of **Eleanor Roosevelt's** visits to the kitchen to compliment the chef; or perhaps of **F.D.R.'s** trips to the Gentlemen's Cafe to relax after the Democratic Convention. Famous guests staying at the hotel have been **President Franklin Delano Roosevelt, Hopalong Cassidy, Mae West and Bobby Darin.** These were the days that gave birth to the glory of Hotel Utica, and now guests are able to celebrate the renaissance of its splendor, in honor of all things that are good, and not forgotten.

Visit [www.HotelUtica.com](http://www.HotelUtica.com)



**In room amenities include:** free wireless high speed internet access, oversized television, in room movies and cable TV, air conditioning, express video check out, two phones with dual lines, modems, plus a recharging station for your laptop, voice mail, complete designer toiletries, full sized iron and ironing board, hair dryer, coffee maker and most with refrigerators. Laundry/valet service is available. The Fitness Room is open early and late for your convenience.

## Free Lodging

Wilcor will provide your business with a complimentary one-room, one-night stay at the Hotel Utica.\* The hotel is only minutes from the Wilcor showroom. A free continental breakfast is also included at the hotel.  
\*Up to 4 persons per room.

**For Hotel Reservations Call: 315-724-7829**  
**Be sure to mention the Wilcor Show**  
Free hotel certificate and directions will be mailed after show appointment confirmation.



## Wilcor Research & Development

Developing Exclusive Proven Profitable Products



### Successful business doesn't just happen.

Wilcor's very own research and product developers spend over 5000 man-hours creating and compiling a comprehensive array of new and innovative products to make your 8 hrs. at the Wilcor Show highly profitable.

### Wilcor Researchers:

- Research and design new product packaging for better sell-through.
- Oversee product revisions designed to meet customer needs.
- Implement customer ideas and source global production in the creation of new products.
- Analyze existing products to increase quality standards.

At Wilcor, you'll come face to face with the cutting edge trends that drive the retail industry. We've done the homework so you don't have to.



# Buy out of a catalog or in person?

it's not rocket science...

Make your show appointment today

## Wilcor Buyer's Showroom

Try before you buy

View New Items & Trends Before They Hit the Market  
See it, Touch it, Test it

Closeout Inventory Liquidated  
Only Available to Showroom Buyers  
Cash and Carry - Bring a Truck

FREE Lodging with Breakfast  
Only Available to show Attendees.  
Hotel certificate will be sent after appointment is made.

Super Show Specials & Extended Payment Terms\*  
Specials Only Available to Show Attendees \*Terms Available Upon Approval

Where product knowledge meets profitability.  
Select the products that will make your sales soar.

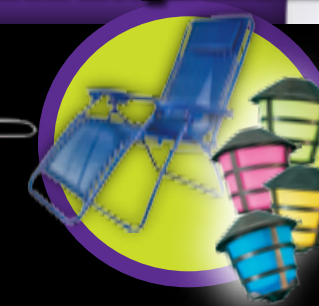
25,000 sq. ft. showroom & Over 4000 products on display

The Most Profitable 8 hrs You'll Spend This Year

Attend once and see why 95% return to the Wilcor Show every year



Camping & BBQ



RV & Electrical



Beach & Water Toys



Camping & RV Collectable Toys & Gifts

## Jan 15 - March 15

Reserve your time now! By Appointment Only

**800-346-2345** Ext 707

Showroom # 315-733-7544

fax: 315-733-3215 email: [sales@wilcor.net](mailto:sales@wilcor.net)



## Where product knowledge meets profitability.

Compare and select the products that will make your sales soar.

- **Product education is key to better retail sales.**

Take all the time you need in each product area to analyze your options, explore the merchandise, and ask questions.

- **The right information is power.** We'll assist with product selection, inventory analysis, display suggestions, market research, and more.

- **After seeing our products,** you'll feel empowered and 100% confident that your buying decisions will be profitable.

"We consider the Wilcor show the most important thing we do all year to keep our store profitable."

George & Pam Koons,  
Shangri La on the Creek, PA

## Instant access to over 4000 specialty products on display.

Compare quality and value before you buy.

- **A 25,000 sq. ft. showroom packed with over 700 vendor product lines.**

- **Each buyer gets a private showing. No crowds, no waiting, no pressure.**

- **Hands-on display areas, professionally arranged, and conveniently divided by category.**

- **Ask the experts. Our knowledgeable staff members can tell you how each product works, how it's made, who is buying and why.**

- **Discover how your purchases can be best displayed for optimum retail results.**

- **Bringing your current inventory list is a must. It will help you develop a profitable product mix.**

**NEW**  
Expanded Showroom  
Add'l 4000 sq ft  
to display new product lines

## Our people make buying fun

Admit it...trying out products is half the fun and nobody encourages this more than Wilcor.

- **Go ahead, turn it on, try it out**

We believe in hands-on experience.

- **No need to spend hundreds of hours ordering merchandise.**

You can get it all done in eight hours

- **Get the big picture.** See which products work together

to create a "total" product mix to satisfy your customers needs

To Reserve Appointment # 800-346-2345 • Showroom # 315-733-7544 • 333 Lafayette St, Utica

## Wilcor Buyer's Show Appointment Registration

Show Dates: Jan 15-March 15

Please fill out this form and:

Phone: 800-346-2345 Fax to: 315-733-3215

Mail to: 161 Drive In Road, Frankfort NY 13340

Email: sales@wilcor.net

Showroom Location: 333 Lafayette Street Utica, NY

For Hotel Reservation: Hotel Utica 315-724-7829

Please schedule my appointment for: ("x" time in box provided)

1st choice date: \_\_\_\_\_ @  8:00 am,  2:00 pm

All day begin @ \_\_\_\_\_

2nd choice date: \_\_\_\_\_ @  8:00 am,  2:00 pm

All day begin @ \_\_\_\_\_

Acct. name \_\_\_\_\_ Acct. # \_\_\_\_\_

Business phone#(\_\_\_\_) \_\_\_\_\_ Fax(\_\_\_\_) \_\_\_\_\_

Email address \_\_\_\_\_

Current phone (if different than business)(\_\_\_\_) \_\_\_\_\_

Buyer's Name \_\_\_\_\_

Names of attendees: \_\_\_\_\_

Special Needs, Notes or Comments:

To simplify ordering and reduce over stocks, we can supply a complete 3 yr. inventory report of past purchases to record your current inventory.

Do you have your inventory report of past purchases?

If not, we can send you one.

Send inventory  Do not need inventory

Wilcor International Showroom

333 Lafayette St., Utica • Phone 315-733-7544

For appointment and info phone: 1-800-346-2345 Ext 707

Free hotel certificate and directions will be mailed after appointment confirmation.