

# 2019 Variety Distributors Annual National Show

*April 11th & 12th*

*KCI Expo Center*

*Kansas City, MO*



3% Drop Ship Upcharge For Orders of \$1000+ Written At The Show With Our Show Vendors Only



All Mattel, Fisher Price & Thomas Wood Warehouse Items on Display



Christmas Gift, Deco & Toys on Display in the Showroom



Order New Warehouse Items on Display - Play Plinko to Win 5-10% Savings!



Planogram pictures + Hundreds of Displays & Shippers - **All Paying \$piff CASH!**



IT will be demonstrating the New VDI Website & New VDI Online Ordering system



eCom Systems returns to The Show to Demonstrate **VDI Ad Studio**  
Big Box Advertising Solutions for Independent Retailers  
Visit With Them In Store Development



Scrumptious Friday Breakfast at 7:30AM followed by Buyers Specials Meeting



# 2019 Variety Distributors Annual National Show

January 4, 2019

Dear Member:

We are pleased to invite you to attend your 2019 Annual National Show. This year's Show will begin on Thursday, April 11<sup>th</sup> to Friday, April 12<sup>th</sup>. The Show will again be held at the KCI Expo Center in Kansas City, Missouri, minutes away from the KCI International airport, surrounded by hotels and minutes away from shopping, restaurants and entertainment. Like always, Variety Distributors will issue a \$99 credit on a VDI Statement following the Show for each qualifying store (owner/manager in attendance) attending the Show. VDI will also issue a \$10/day/person (two people per store maximum) Food Allowance credit for purchases at concessions on Friday. Complimentary coffee, hot tea and water will also be available during the Show.

The Variety Seasonal Showroom and Exhibitors will open for shopping on Thursday, April 11<sup>th</sup> at 12 Noon. The Showroom will remain open until 9:00 PM Thursday. The Show Schedule:

## Thursday, April 11<sup>th</sup>

12 Noon to 9:00 PM – VDI Seasonal Showroom open  
12 Noon to 6:00 PM+ – Exhibit Floor open for shopping  
2:00 PM to Stockholders Meeting – The Ambassador Room

## Friday, April 12<sup>th</sup>

**\*\*\*SEE MILLION DOLLAR BREAKFAST COMMENT ON REGISTRATION FORM\*\*\***

7:30 AM to 8:15 AM – **Million Dollar Breakfast** – Preview Specials & enjoy breakfast – Gift Card Drawing at the end  
8:15 AM to 9:00 AM – Buyers Specials Presented  
9:00 AM to 5:00 PM – Exhibit Floor open for shopping  
12 Noon to 12:20 PM – The Ambassador Room – eCom Presents VDI Ad Studio Advertising Solutions  
12:20PM to 1:00PM - Store Sharing

Prior to the Show you will receive the following catalogs: Halloween, Halloween Candy, Christmas Toy, Decoration, Gift and Candy. However, only Christmas Toy, Decoration and Gift will be displayed in the Showroom. The Seasonal Showroom is laid out in exact sequential order as the catalogs. Also prior to the Show you will receive a listing of all Show exhibitors in alphabetical and numerical booth order, including a venue layout, and Drop Ship Order forms.

Bring your catalogs with you to the Show, as we will have a limited number of extras on hand. Four wheeled Showroom carts are available, free of charge, to hold your books and provide a writing surface. You will use your Seasonal Catalogs to pool your orders for shipment through the warehouse, whether you attend the Show or not. You can also look forward to:

- ❖ **Planograms Pictures; Order a POG – Receive A CA\$H Spiff!** This is everyday product stocked in the warehouse. Take your order receipt(s) to Registration to receive your cash. You can literally pay for your trip this way!
- ❖ **200+ Clip Strips, Counter & Floor Displays** Order and receive a CA\$H Spiff.
- ❖ **Punch Cards** to record your POG, Displays & Clip Strip purchases for a Special Prize drawing
- ❖ **Million Dollar Breakfast/ Buyers Specials!** Friday morning. \*SEE REGISTRATION FORM
- ❖ **New Item Showcase.** See the Best New Products from our Exhibitors
- ❖ **New & Top Selling Warehouse Items On Display** All items added since September. Play Warehouse Plinko for a CA\$H Spiff.
- ❖ **Buyers Booths:** Visit the Buyers, see new & trending items & place orders.

Please make your hotel reservations at the Holiday Inn KCI Airport, our host hotel immediately adjacent to the Convention Center. The Show Special rate is \$98.00 + tax and as mentioned earlier, Variety Distributors is issuing a \$99 credit on a VDI Statement following the Show for each qualifying store (owner/ manager in attendance) attending the Show. The Show Special rate is based upon availability – so PLEASE – **make your reservations early!** All reservations must be made prior to our cut-off date of March 17, 2019. To register online go to [Variety Distributors](#) – This link will allow you to place on line bookings in the April 10-12 time frame only.

If you prefer to make your reservations by phone, call 800-465-4329; The VDI Block Code is VDA. Page 4 lists additional hotels within walking distance.

Attached is your 2019 Annual National Show Registration form, including space for your printed or typed name badge information. On the Registration form, please tell us how many for the Friday breakfast and how many for Friday lunch. Please indicate also if you need an electric scooter.

We look forward to welcoming you to Kansas City, Missouri and your 2019 Annual National Show!

Sincerely,

Bret Anderson  
Customer Service Manager/ National Show Coordinator  
800-274-1095, extension 272  
[banderson@varietydistributors.com](mailto:banderson@varietydistributors.com)

Our Store always tries to go to every VDI show. 70% of the time we are looking for NEW merchandise. There used to be about ten, 5&10 stores here in Maine and most did not go to the “shows” and they are no longer in business. You can look through catalogs all day long, but I like to be able to feel the quality of the product. 10% of the time is talking with the buyers and making suggestions for new products. 20% of the time is spent “talking shop” with other store owners.

Pete Drinkwater  
Winter Harbor 5&10  
Winter Harbor, ME

To maximize Fall and Christmas selling, you really need to attend the April VDI show. The extra sales you will generate by actually seeing and touching the merchandise and talking to company representatives, member stores, and VDI staff, will many times outweigh your time and expense out of your store.

Dick's 5 & 10  
Branson, MO.

The VDI show is a great place to look for new items and a place to talk to other stores about what items are selling for them that I might not be carrying.

Ben Franklin Store  
Eagle Grove, IA

Merchandise shows always offer the best way to connect with your vendors and their merchandise. Variety shows offer the added advantage of the vendors, merchandising, and staff for our company and our type of store. We usually save enough in deals and discounts to easily pay for our trip and more. The Variety merchandise show goes a long way toward keeping us competitive in an ever more demanding marketplace.

Hartland Clubb Jr.  
Clubb Store Company  
Delta, CO.

# **PLEASE – Make Your Hotel Reservation Right Now!**

## **Holiday Inn Kansas City Airport**

11728 N Ambassador Dr, Kansas City, MO 64153

Phone: (816) 801-8400

## **TownePlace Suites Kansas City Airport**

11812 NW Plaza Circle, Kansas City, MO 64153

Phone: Fairfield for information - (816) 464-2424

## **Hampton Inn Kansas City-Airport**

11212 N Newark Cir, Kansas City, MO 64153

Phone: (816) 464-5454

## **Microtel Inn & Suites by Wyndham Kansas City Airport**

11831 NW Plaza Cir, Kansas City, MO 64153

Phone: (816) 270-1200

## **Comfort Inn Kansas City / Airport**

11100 NW Ambassador Dr, Kansas City, MO 64153

Phone: (816) 569-2500

## **Econo Lodge Airport**

11300 NW Prairie View Rd, Kansas City, MO 64153

Phone: (816) 464-5082

## **Fairfield Inn & Suites Kansas City Airport**

11820 NW Plaza Cir, Kansas City, MO 64153

Phone: (816) 464-2424

## **Four Points by Sheraton Kansas City Airport**

11832 NW Plaza Cir, Kansas City, MO 64153

Phone: (816) 464-2345

## **Hilton Kansas City Airport**

8801 NW 112 St, Kansas City, MO 64153

Phone: (816) 891-8900

## **Days Inn Kansas City International Airport**

11120 NW Ambassador Dr, Kansas City, MO 64153

Phone: (816) 746-1666

## **Super 8 Kansas City Airport**

11900 NW Plaza Cir, Kansas City, MO 64153

Phone: (816) 464-2002

Return by Mail:  
Variety Distributors  
Attn: Bret Anderson  
609 7th Street  
Harlan, IA. 51537

**2019 ANNUAL NATIONAL SHOW**  
**VDI MEMBER REGISTRATION FORM**

RETURN BY FAX  
1-800-553-5065

*April 11th & 12th*  
*KCI Expo Center - Kansas City, MO*

PLEASE TYPE OR PRINT LEGIBLY		If you have multiple stores, please list all numbers here	
STORE NAME		STORE #	
CITY		STATE	
PLEASE TYPE OR PRINT LEGIBLY - Every Persons First and Last Name			
NAME		NAME	
NAME		NAME	
NAME		NAME	
NAME		NAME	
NAME		NAME	
NAME		NAME	
Please help us plan our Food Arrangements. # of people for:			
<input style="width: 50px;" type="text"/> Friday Morning Million Dollar Breakfast			
First of all this is an <u>excellent yummy</u> buffet breakfast, real scrambled eggs, real ranch potatoes, bacon, fresh fruit & beverages all for free. And after breakfast, the entire Buying Staff presents our Buyers Specials. Prior to the Show you'll receive a Buyers Special Coupon Book with approximately 70 items on special deal. The Buyers will present 20-25 of the best deals and 3 to 4 that will knock your socks off. You will also hear testimonials from fellow store owners about their success selling some of these items. It's not just breakfast, it's an Experience!			
<input style="width: 50px;" type="text"/> Friday Lunch			
<b>VDI Ad Studio:</b> eCom Systems provides software for many other national Distributors. This software allows a Store to create an advertising program on-line. There are many options with this software that could help a Store to develop a custom and unique Ad and Signage program. Many of our stores are already using their software. We invite you to come to watch a demo during lunch on Friday. The cost depends on what functionality you want. VDI is always looking for ways to make your Store more relevant and we think this is an important piece of the puzzle. The software allows you to change retails and items and auto send to your Social Media sites. Please also stop by their booth at the show. If you are unable to attend the Show and would like to set up a return call from VDI to explain the program, email Stevie at <a href="mailto:sschmidt@varietydistributors.com">sschmidt@varietydistributors.com</a> Thanks! Don Lantz - COO <a href="https://www.youtube.com/embed/m4OtXAJ-6ko?rel=0">https://www.youtube.com/embed/m4OtXAJ-6ko?rel=0</a>			

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Check this box to reserve an electric scooter for the entire Show for \$220.00