

Wyoming Business Council

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Wyo companies get year-round showroom at premier tradeshow facility

CASPER, Wyo. – Made in Wyoming products will be featured more prominently before wholesale buyers as a result of a Wyoming Business Council-sponsored permanent showroom at Denver Mart, the premier tradeshow facility in the Rocky Mountain region.

Wyoming at the Mart will feature products from members of the Wyoming First program managed by the Wyoming Business Council. The program assists Wyoming-based companies with the promotion of their products, which must be made in or substantially enhanced in Wyoming.

Nine Wyoming First companies were selected through an application process to participate in the showroom including A Leigh Designs, Casper Glass, D-N-J Creations, Eberle Wear, Mary Ann's Beans, NM Works, Rawhide Studio, Sandy K Designs and Wahoo Frontier Toppings.

“We are very excited to have our own unique space to display and market Made in Wyoming products throughout the year to retail buyers,” said Terri Barr, manager of the Wyoming Products Promotion program. “Individual companies can get lost at large trade shows and having Wyoming companies together in one area has helped. We believe the Wyoming at the Mart showroom will give these businesses greater exposure by putting them more directly in front of retail buyers, which is in the permanent showroom building.”

The Business Council has attended the Denver Gift, Jewelry and Resort Show at Denver Mart with Wyoming First companies for more than 10 years. The companies in the Wyoming at the Mart showroom will continue to be part of that show, as well as 10 Super Mondays each month at the facility and other shows throughout the year.

Denver Mart shows include American and Canadian buyers for franchise/chain stores, independent/specialty stores, furniture and home accessory stores, interior designers, destination resort and tourist attractions, museum shops, hotel/airport gift shops, hospital gift shops, theme parks and national parks.

Denver Mart is located off Interstates 70 and 25 at 451 East 58th Avenue, Denver, Colo. The Wyoming at the Mart showroom is on the first floor in showroom #M-1569. The next major event is the Rocky Mountain Gift & Resort Show on Feb. 25 – March 2.

For more information about participating in the showroom or the Wyoming First program, contact Barr at 307-777-2807 or terri.barr@wyo.gov.

The mission of the Wyoming Business Council is to facilitate the economic growth of Wyoming. The Business Council provides assistance for Wyoming businesses and start-ups, helps communities meet their development and diversification needs and recruits firms and industries that complement Wyoming's assets. For more information, please visit www.wyomingbusiness.org.

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