

For Immediate Release

New Independent Regional Wholesale Market Launches to Meet High Demand

Flint, MI – June 12, 2017 - Mercantile Events & Marketing announces the launch of Niche Wholesale Fair™, an independent regional wholesale market specializing in home, handmade, gift, and gourmet; set for February 23 & 24, 2018 at the Cleveland Convention Center in Downtown Cleveland.

Uniting makers, small-batch manufacturers, emerging brands and artisanal food producers with creative forward-thinking shopkeepers and buyers, Niche Fair™ will deliver a creative, authentic, professional but less intimidating wholesale gift show experience. A place where buyers can easily locate and order from makers, quality driven producers and other unique small companies, Niche Fair™ provides the opportunity for stockists and shopkeepers to satisfy the demand for more curated, unique and authentic product offerings.

"Niche is where the stories of makers, doers, boot-strappers, and small businesses will be told. Where grit and the unwavering belief in the American dream will be celebrated. Where, as a community of exhibitors and buyers, we can all find refuge in knowing we are in this together." Stephanie Jones, President of Mercantile Events explains.

With roots in the maker movement and retail show industry, Mercantile brings forth an expertise in working with small-batch producers coupled with a reputation for producing experience driven authentic events across the Midwest. In addition, the leadership team behind Niche Fair™ brings years of experience in the wholesale trade industry which is beneficial to the launch of a new show.

Featuring home, handmade, gift, and gourmet, the curated class of 100+ exhibitors will showcase their products at this authentic, trend-setting, independent Market. A paradigm shift from the traditional and overwhelming "big" markets, Niche Fair™ offers buyers and shopkeepers the opportunity to find products that fulfill the demand for more curated offerings. Calling Cleveland home, currently Niche Fair™ is produced once annually, held in February. Cleveland not only supplies affordable lodging for buyers and exhibitors but it is packed to the gills with things to do, retail burrows to explore, and a Maker Movement scene that is on fire. "Cleveland embodies what Niche is. You want authenticity, quality, uniqueness in an experience filled wholesale market...now you're talking our language!" stated Stephanie.

"Buyers will have the opportunity to get a firsthand look at products from makers, designers, and small-batch manufacturers that do not exhibit anywhere else. Even better, they get the opportunity to fill their shelves with merchandise that has a story. This is the trend retail is taking, especially in the gift industry, people want more – more quality, more authenticity, more of a positive procurement experience, more products with a backstory" explains Stephanie.

In addition to order writing, the Market will feature experiential amenities like The Spark, a morning speaker series to inspire makers and small businesses alike, and a Friday evening Afterglow, a gathering of influencers, trend-setters, stockists, buyers, exhibitors, and press from Niche Fair™ to mingle with cohorts.

Niche Fair™ is produced by Mercantile Events & Marketing which produces and manages a portfolio of thirteen events in three sectors. Based in Flint, MI the company also has an office in the Chicago, IL area. Mercantile Events & Marketing is a woman-run business established in 2007.

For more information about Niche Fair™ please visit NicheFair.com or contact Stephanie Jones, Mercantile Events & Marketing Founder & President for further details including exhibitor and buyer relations, sponsorship and more.

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