

FOREVER & company

Tips for Successful Exhibiting

Wedding Events are hard work and require extensive planning.
Use our time-tested tips below to ensure a successful exhibit and a good return on your investment.

WEDDING SHOWS ARE A PROVEN VEHICLE FOR COMPANIES TO CREATE BUSINESS

Our shows offer many ways to build market stability.

- ◆ Networking your company
- ◆ Branding your products and services
- ◆ Creating new sales
- ◆ R&D with instant feedback

SET YOUR GOALS FOR THE SHOW

Choosing a platform as a goal will help determine how to prepare for the event with staffing, booth design, literature and follow up. So ask yourself, what would you like to accomplish with our show? What are you looking for?

Are you...

- ◆ Looking for day of event sales only?
- ◆ Looking for a certain number of leads?
- ◆ Looking to create appointments with couples?

Answering this question will give you some direction on how to approach the show. Keep in mind to design and staff your booth according to what you are trying to accomplish.

STAFFING :: Secure your event staff and educate them about your goals for the show.

- ◆ In a 5 hr event there are 300-minutes of open exhibits. With an average time of two minutes with an attendee, how do you want to staff your booth? Have an idea on how many attendees the show is expecting so you can properly staff your booth.
If 1 person covers about 150 attendees, how many staff members will it take for you to achieve your goal?
- ◆ Keep in mind: Overstaffing seems intimidating and understaffing may be detrimental.

BOOTH DESIGN :: Your booth is your office for the day.

- ◆ In developing your booth design, keep in mind you have 4-6 seconds to make an impression.
- ◆ Your display must attract attention

To create a functional, attractive and appealing booth, follow these general rules:

- ◇ Open booth – don't close yourself out to the public, utilize all the space provided.
- ◇ Clear signage – professionally printed, legible and simple; signs should clearly identify your company, products and services.
- ◇ Elevations – avoid a flat booth... create some height to lead the eye up.

- ◇ Color – use color effectively (examples are use of flowers, linens and lighting)
- ◇ Neat and clean – no one likes clutter
- ◇ Photos – use them, they tell a story
- ◇ Keywords to remember are Professional, Creative, Memorable, and Interactive

ESTABLISH A BUDGET :: Things to consider when establishing your budget for the show.

- ◆ Design
 - ◇ Remember your booth is your office for the day and should reflect your goals and vision for attracting and booking couples.
- ◆ Literature
 - ◇ Many companies will have two types of literature at the show.
 - ◆ Literature for everyone to take (for the attendee you can get to, friends of attendees who want things, etc.)
 - ◆ Literature for the attendee that you had a connection with > typically a nicer piece you just don't want to give to everyone. This can also help to reduce cost.
- ◆ Rentals
 - ◇ Renting items from a rental company can make a big difference in the appearance of your display, things to consider are: linens, tables, lighting, flooring, carpet, fabric, easels, furniture, fixtures and so on.
- ◆ Staffing
 - ◇ Two to three employees is a good number to have at the show; you can handle the crowd and allows one person to take a break without sacrificing booth coverage.
- ◆ Travel
 - ◇ For out of town businesses, consider the cost of airline tickets, hotel and transportation.
- ◆ Food
 - ◇ Food for staff; remember to eat prior to the show.

PRE-EVENT PLANNING ::

- ◆ Plan to bring to the show:
 - ◇ Appointment book, banner/signage, box cutter, broom/dustpan, business cards, calendar, cell phone, chargers/cords/connectors, extension cords, first aid kit, fishing line, flooring, furniture, hammer and nails, ipad, laptop, lighting, marketing literature/materials for distribution.
 - ◇ Office supplies → pens/pencils/paper/rubber bands/paper clips/post-its, etc., props/supplies, pins → safety/straight, scissors, sign hooks, signup forms, stepladder, table linens, tape → scotch/masking/duct/double-sided, tape measure, tv/monitor, vacuum
- ◆ Develop a strong sales technique to qualify the attendee.
 - ◇ Create a 30-second commercial about your business.
- ◆ Promote your participation.
 - ◇ Add an invitation message to your voicemail, create an advertising tag line including event information on your website, emails, social media and correspondence.
 - ◇ Include the show information in all of your advertising: Print Ads, Radio, Internet, Voicemail, and other correspondences. People feel comfortable with you when you are associated with the community.
- ◆ Invite your customers.
 - ◇ Ask for a promo code.

DURING THE EVENT ::

- ◆ The key to marketing at the show is to get on his or her level emotionally.
 - ◇ Couples will be making emotional decisions.
 - ◇ Put yourself in their position and understand their mind set - this will help you build a bridge to your products/services.

- ◆ Find out what is important to the engaged couple – people buy what they want, not what they need.
- ◆ Dress appropriately, wear comfortable shoes and display good hygiene.
- ◆ Be assertive, friendly, outgoing and positive and build rapport with the engaged couple.
- ◆ Afford the couple the opportunity to see, taste, touch, smell and hear everything your business has to offer.
- ◆ Make a verbal connection with the couple and then use literature to enhance your product or services.
 - ◇ Use your literature as a closing tool.
 - ◇ Make your literature stand out; it doesn't have to be expensive, just different!
 - ◇ Try not to allow the couple a hit and run opportunity.
 - ◇ Your message needs to be clear and remember: features → tell and benefits → sell.

THE DON'TS ::

- ◆ Do not be afraid to stop and talk to the couple. You are why they are there and they paid to hear what you have to say.
- ◆ Do not sit or eat at your booth.
- ◆ Do not engage in unnecessary conversation with your sales staff or be on your cell phone.
- ◆ Do not look bored.
- ◆ Do not pack up and leave before the end of the event.

EVENT GIVEAWAYS ::

- ◆ Promotions
 - ◇ Offered, from your booth, to EVERY engaged attendee in attendance.
 - ◇ Includes show discounts, coupons, gift certificates, or prizes.
- ◆ Drawings
 - ◇ A tangible gift offered to ONE lucky engaged attendee/couple. Valued at \$25 or more.
 - ◇ Each business should conduct the registration, drawing & distribution of the prize from their booth.

AFTER THE EVENT :: 75% of overall sales stem from your follow-up.

- ◆ Follow up collateral
 - ◇ Prepare your follow-up material before the show.
 - ◇ The content of your message has to be compelling, progressively leading the couple to the point of contacting you.
- ◆ Utilize the contact information you gather at the show and the leads more than once.
 - ◇ Mass mailer, targeted mailer, email, texting and/or telemarketing.
 - ◇ Remember: Couples buy according to their timeline – know when couples normally contact your category and use that as a guide line to contact your leads.
- ◆ One-on-one
 - ◇ You need to meet with the engaged attendee in a more controlled environment to close the sale.
 - ◇ Create an after event showing of your products and services to capture that one-on-one.
- ◆ Be Patient
 - ◇ Don't expect to walk out of the show with a big bag of money.
 - ◇ Depending on the type of business you have and the time frame in which brides buy products, it can take up to one year to know your overall results of the show.

**What people ultimately want,
is professionalism, good listening skills, product knowledge, enthusiasm
and the right product for the right price.**

Attention Wedding Pros

We want the show to be a positive experience for the attendees and our wedding pros.
Here are some things that you **CAN** and **CANNOT** do.

You **CAN** staff your booth with as many people as you wish.

You **CANNOT** have your staff working in the aisles or anywhere outside of your booth.

You **CAN** bring as large of a display and as many display pieces as you wish.

You **CANNOT** place any part of your display in the aisle or obstruct your neighbor.

You **CAN** distribute brochures, literature and business cards from within your booth.

You **CANNOT** distribute them near the registration area, fashion show, restrooms, in aisles or on car windshields.

You **CAN** decorate your booth with linens, flowers, props or photographs provided by non-exhibitors.

You **CANNOT** promote the company that provided these items or give out their literature.

You **CAN** have music, video or other sound producing devices in your booth.

You **CANNOT** have sound at a volume that detracts from your neighbor's ability to conduct business.

You **CAN** make arrangements to display vehicles at certain shows.

You **CANNOT** just show up with a fleet of vehicles.

You **CAN** give away a door prize provided by a company that is not an exhibitor.

You **CANNOT** promote the company that provided the prize or give out their literature.

You **CAN** (and SHOULD) use the list of attendees to follow up after the show.

You **CANNOT** share the leads list with anyone else.

You **CAN** advertise in as many wedding publications as you wish.

You **CANNOT** give away those magazines from your booth.

You **CAN** network with other wedding pros during the show.

You **CANNOT** walk around the show distributing your literature to attendees.

You **CAN** serve (in sample sizes only) consumable items such as: beverage, food, cake and alcohol.

You **CANNOT** sell those items to anyone.

Let the Couple walk down the aisle!

- ◆ NO PART of your booth display may extend into the aisle.
- ◆ Your staff must stay **WITHIN YOUR BOOTH** and may not stand in the aisle.
- ◆ You **MAY NOT** promote your business anywhere except from within your booth.

