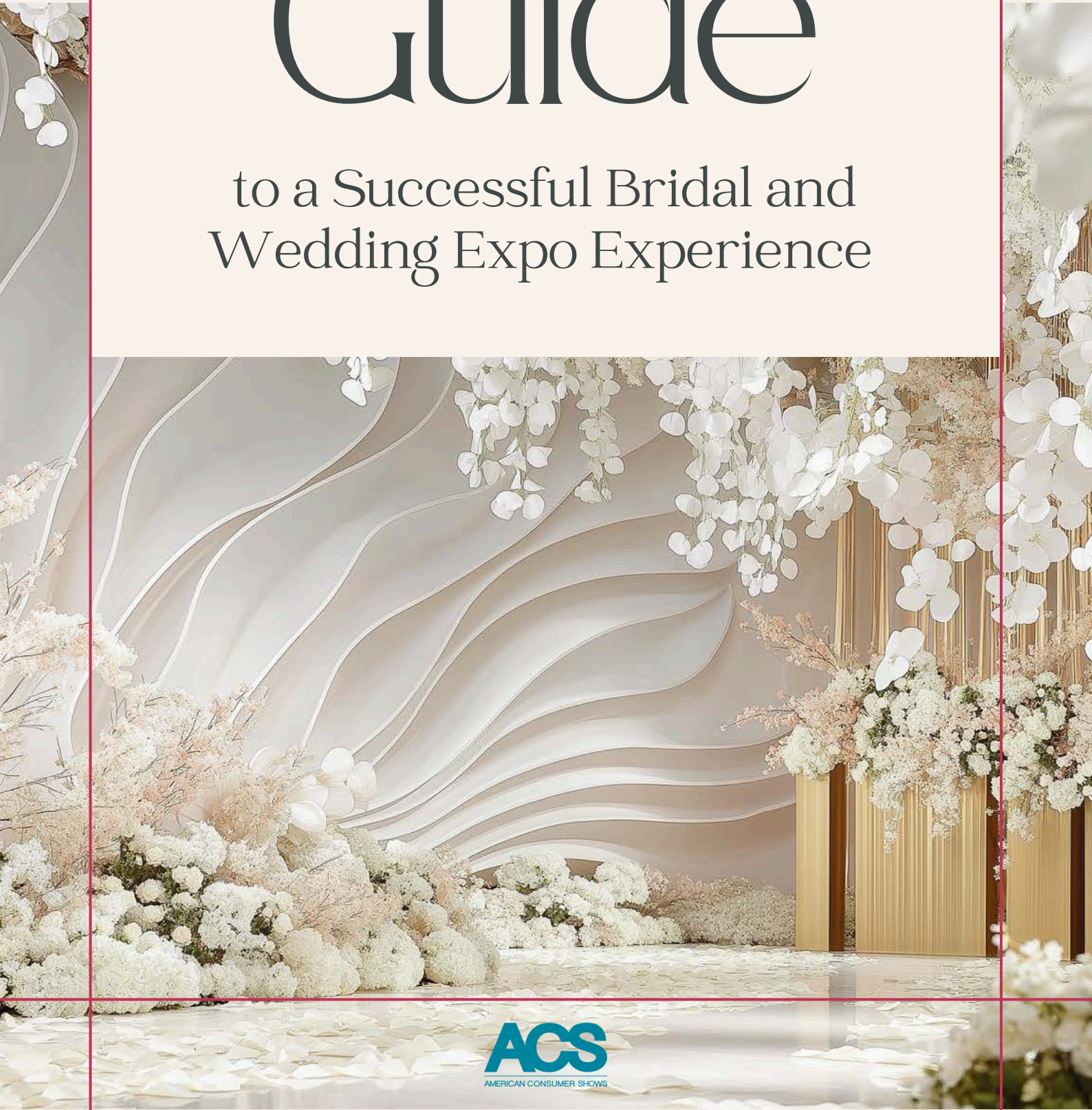


BRIDAL & WEDDING EXPO

# Ultimate Guide

to a Successful Bridal and  
Wedding Expo Experience







# Congratulations

on your decision to participate in our Bridal and Wedding Expo! This comprehensive guide is designed to help you make the most of your exhibition experience. Whether you're a seasoned pro or a first-time exhibitor, you'll find valuable tips and insights to ensure your booth stands out and attracts potential clients. We're here to support you every step of the way. Should you have any questions, please do not hesitate to call. Good luck, and we wish you great success at the show!





# *Before the show...*

## Planning

Take time to plan. Determine your objectives: Are you aiming to sell directly at the booth or set appointments? Or both? Assess whether your brand is well-known or needs more exposure. Identify your unique features and competitive edge. Craft your message to create the best possible environment for a successful show.

## Making an Attractive Display

Your booth should stand out and reflect your business. You can rent standard furnishings like tables, chairs, and carpets from the show decorator or bring your own. Booth electricity and wireless internet may be available depending on the venue. Remember to order necessary items in advance to avoid higher fees for late orders. We will email you an exhibitor kit approximately 4 weeks prior to the show.

**Tip:** Make sure you order online or return the completed forms before they are due. Late orders, or those placed on-site, are subject to higher fees. Additionally, although the decorator will most likely bring extras of the more frequently ordered items to show site, you may not be able to get exactly what you want if you order at show site.

## Booth Layout

Design your booth layout based on your business needs. For valuable or delicate products, use tables as a barrier to limit access. For products that encourage handling, arrange tables in a U-shape to invite prospects in. Physically lay out your booth before the show to see what works and what doesn't.

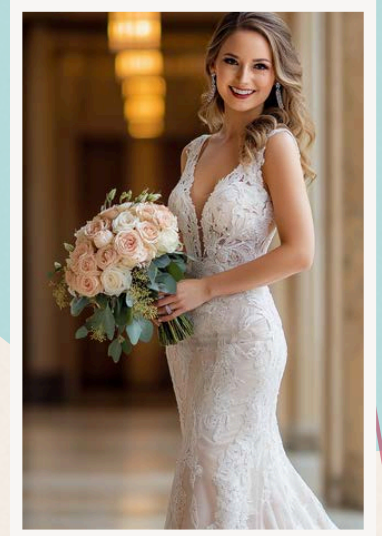


## Lighting

Good lighting can make your booth more inviting. Overhead facility lighting may not be sufficient, so consider bringing clamp lights or investing in quality lighting to enhance your booth's appeal.

## Signage

Effective signage attracts potential customers. Display a sign or banner with your company's name, logo, and contact information prominently. Ensure it's readable from a distance and place it high so it's visible. Order your banner online or from a local print shop like FedEx if you need it quickly.



## Printed Material

Bring plenty of printed materials such as brochures, literature, and business cards. It's better to have more than you think you'll need to avoid running out during the show. Keep an appointment book or contact info sheets handy to track leads efficiently.

## Product Display

Ensure you have enough products to cover your projected needs. If your product cannot be physically displayed, use models, videos, and large photos. Keep your booth uncluttered by showcasing a selection of your best products or samples.





## Staffing

Your staff's professionalism and attitude reflect your business. Generally, two people per 8x10 or 10x10 booth is ideal. Too many staff can overcrowd your booth, while too few can lead to missed opportunities. Train your staff to qualify leads quickly and efficiently. Schedule breaks to keep your team fresh and focused.

## Show Special Offer

Create an exclusive discount or product package available only at the show. This incentivizes prospects to act immediately, perceiving it as a unique value.

## Advertise Your Participation

Promote your participation and special offer on social media, your website, and through advertisements a month before the show. Encourage potential customers to visit your booth.

## Giveaways

Freebies attract visitors. Use samples of your product or related items with your company's information printed on them. Inexpensive items like pens, pencils, and candy can effectively draw people to your booth.





# *During the show...*

## Booth Etiquette

- **Stand, Don't Sit.** Always stand to greet prospects. It shows energy and readiness.
- **No Eating.** Avoid eating at your booth. It's unprofessional and may deter prospects.
- **Engage, Don't Hawk.** Stand inside your booth and invite people over, but don't pull them from other booths or roam the exhibit floor to distribute literature.
- **Smile.** Stay engaged and approachable with a warm, friendly expression.
- **Dress Professionally.** Dress professionally, ideally in attire that features your brand's logo and color palette. Comfortable shoes are essential for long hours of standing.
- **No Distractions.** Don't read, talk on the phone, or text. Maintain eye contact to make prospects feel welcomed.
- **Arrive Early.** Get to the show early to make last-minute adjustments and prepare for the day.







## Lead Generation

Bridal shows are excellent for generating leads. Collect contact information through appointments and sweepstakes. Follow up promptly with a solid sales pitch and quality literature.

## Observe Competitors

Walk around the show to see how competitors set up their booths. Learn from their strategies and network with potential partners. Innovate by putting your own spin on good ideas.







# Post-show follow-up...

## Lead Management

At the end of each show day, ensure all leads are secured. Call leads immediately to set or confirm appointments. Prepare scripts, email templates, and direct mail pieces in advance for prompt follow-up.

## Evaluate Your Performance

Review your performance with your team. Discuss what worked, what didn't, and gather suggestions for improvement. A debriefing session a few days after the show can provide valuable insights.

## Follow-Up Strategy

Follow up with prospects based on their wedding dates and when they are likely to book your services. Capitalize on the residual effects of the event by maintaining contact.







## Plan for the Next Show

Re-book your booth within the five-week priority registration window to secure your spot for the next season. Evaluate your space needs and provide feedback to your Account Executive.



## Stay Positive

Your attitude can significantly impact your results. The more comfortable and confident you are, the better your performance will be.



# Checklist



**Plan your booth layout:** Design an inviting and functional space.



**Create signage and banners:** Ensure they are visible and professional.



**Print literature and business cards:** Bring more than you think you'll need.



**Prepare lead sheets or an appointment book:** Track potential customers effectively.



**Train and schedule your staff:** Ensure they are knowledgeable and professional.



**Develop a show special offer:** Incentivize visitors with an exclusive deal.



**Order enough products to sell:** Stock up to meet demand.



**Prepare giveaways:** Attract visitors with freebies.

