

Exhibitor Preparation

There are some ideas we strongly suggest you do prior to the bridal show, in order to connect with your target audience before the actual show day. These pre-show promotion ideas are effectively proven to draw bridal traffic right to your booth.

- **Mail or give out TheXpos supplied tickets and/or invitations**
- **Mail your own personal invitations or post cards to your prospective brides**
- **Make sure your employees are well informed of the show dates and times**
- **Post TheXpos show signs or flyers in your store**
- **Send a personalized letter inviting your prospective brides to the show**
- **Call your prospective brides and invite them to visit your company at your booth**
- **Send out a press release to any bridal database you might have**
- **Put your booth # on your web site inviting your prospective brides to attend the show**
- **Put a message on your voice-mail promoting the show with your booth number**

Staffing your TheXpos booth is the ABSOLUTE single most important detail to having a successful bridal show. The person who is representing you and/or your company is your best attribute to your booth and the best display that you could place in your exhibit space.

A person representing your company should keep in mind the following things:

- Body language is extremely important. Would you want to discuss your most intimate moment of your life with someone whom you deemed unfriendly and/or impolite?
- Keep your booth and demeanor open and inviting. Remember, this is your ONE BIG PROFIT DAY—you want your booth staff to be friendly, helpful, and energized to engage with tons of brides-to-be. If an employee is having personal issues, they may not be the best suited individual to represent your company for your one big profit day! Staff working your booth should be well versed in handling people, display professionalism and be interested in bringing your company more business.
- If your goal is to increase your business, be sure to follow up after the show. A simple call congratulating a bride that you met during the show, and following up with more information on your product and/or service can sometimes be the one single thing that can help set your company apart from the rest. Let them know you care, and you are genuinely interested in working with them for their special day.

Creative booth displays will attract the eye of the brides walking the show. When designing your booth, consider:

- **Exhibit Size**
Brides will notice if your booth is larger and more prominent than other booths. The more space your booth occupies, the more room you have to accommodate more brides and more representatives available to speak with the brides. If you can upgrade your booth, it would be well worth it.
- **Creativity**
In addition to size, brides are going to stop at the booths they find visually appealing. Your goal is to capture the attention of the brides right away. It also needs to be inviting and desirable to the brides and make them interested in your and your product.

- **Promotions you are offering the brides**
Like most of us, brides always want a special deal or to be a part of a special offer. Put some thought into creating show-day specials just for them.
- **Keep the booth accessible.**
Make sure that it is warm and inviting for the brides and they don't have to jump over displays, electrical cords or other things to reach you.
- **Place your table where the brides feel invited to come in.** You shouldn't place the table as a barrier between you and the bride.
- **Make sure the brides know who you are.**
Your company name and samples of your products/services should be displayed prominently. Brides should also be able to interact easily with you and your products.

How you sell your product and service is one of the most important things of the day. Your exhibit booth is only as effective as the person representing your business. It's you!

- Keep your booth neat, clean and inviting at all times. Don't eat or drink in your booth and don't sit down or look bored. If you look bored and boring, why would a bride consider hiring you?
- Don't leave your company brochures and literature where the brides can grab it and go. You want them to engage with you and ask questions while learning about who you are. Don't lose that opportunity to sell yourself.
- Prepare and practice a great opening pitch.
- Be alert, focused and ready for customers at any time. Don't become distracted while talking to other vendors or taking cell phone calls.

Following up with the brides is as important as how you greet them during the show.

- Plan on contacting all of your leads and following up on your conversations. Take notes while talking to brides if you have to.
- Remind brides that you met at the show and you are the perfect person to help them with their wedding.

Your success is based on how well you execute your booth display, your staffing and your follow up. Have a great show!