



Preparing for your next Wedding Expo

PRE-SHOW:

- _____ Plan your booth (what will go where , design, signage). Design theme in line with business.
- _____ Order Electricity for booth, if needed
- _____ Order Additional Tables/ stands / furniture, if needed
- _____ Get snacks for you and co-workers
- _____ Order Specialty/Give-away items
- _____ Social Media announcements about participation
- _____ ID badges / name tags for staff / decide on clothing – shirts, color, etc.
- _____ Create show special with weight – when was last time 10% off enticed you to buy? Have deadline.
- _____ Make staff arrangements – We recommend a minimum of 2 per 10 x 8 booth at all times.
- _____ Forms to collect info from the brides.
- _____ Order Marketing Materials
 - _____ Banners (with rope or “S” rings)
 - _____ Business Cards
 - _____ Brochures / Flyers
 - _____ Postcards

BRING TO EXPO:

- _____ Bring your "A" Game – be positive, upbeat
- _____ Appointment Book / Contracts – Sign them up, but don't be pushy. Have calendar to schedule appts.
- _____ Notebook, Contracts, Business Cards, Literature
- _____ Pens, name tags
- _____ Flat-head extension cords, lighting, signage and something to hang it on or easels
- _____ Cart or dolly for loading and unloading
- _____ Snacks and beverages to get you through your day
- _____ Scissors, box cutter
- _____ Stain remover or cleaner, hand wipes
- _____ Forms for brides to fill out info
- _____ Step ladder for hanging signage
- _____ Hair spray, comfortable shoes, aspirin, personal aids, breath mints – no gum!
- _____ Calculator, note pad
- _____ Easels, signage, décor for booth and, possibly the phone number of a good psychiatrist
- _____ Booth Prize: bring your gift certificate for it; we suggest you give it out after the show
- _____ Additional Booth Prizes: to collect info from attendees & want added prize/contest at your booth

DURING EXPO:

- _____ Make it clear what you sell / expectations from Expo
- _____ Have clear pricing

POST EXPO:

- _____ Emails with photo of booth
- _____ Special follow-up offer
- _____ Social media

Plan ahead to avoid any problems or delays. Your goal should be to maximize your sales by being pleasant and professional for five hours while meeting and qualifying hundreds of brides.

Success is the 4Ps: Products / Pricing / Presentation / Personality