

Chatham-Kent Bridal Show

Tips for Exhibitors

(suggestions from previous exhibitors)

1. **Be professional** in dress and your sales presentation/pitch; be friendly but get to your points quickly (brides will be wearing a pin or label for easy identification).
2. **Place all signage high in your booth** including your business name, posters, banners, etc. You want these to be visible to brides/grooms when visitors are standing in front of your booth blocking the view of those behind.
3. Make your booth welcoming and professional and **aim to make a great first impression**. Consider planning your booth with zones: have a corner to chat with individual brides/grooms that does not block access to or viewing of your booth; similarly, have a spot to fill in your draw tickets that doesn't block the rest of your booth to visitors.
4. **Do not clutter your booth with every piece of information related to your business**. A few choice points describing your business will draw in interested visitors for more discussion.
5. **Create professional business stationery** (cards, pamphlets, etc.) to give to your brides/grooms. Handouts should direct visitors to your website and facebook.
6. **Use your time wisely**: What is your primary goal? Do you want to talk to as many brides/grooms as possible? Do you want to book appointments? Do you want to drive people to your website? Which of these is most important?
7. **Consider a 'draw' at your booth**. In order to win your prize, brides/grooms must fill in your draw form. This will give you another opportunity to engage them in conversation.
8. **Plan to follow-up** on Show leads as soon as possible (yours from your draw & the event's which will be emailed in a couple of weeks); use the bride/groom list provided by the Show Operators starting with this year's weddings first.
9. **Don't move in late or move out early**: the aim is for an upscale event and you disrespect the brides/grooms by doing either.
10. **Network with other exhibitors**. This is an important opportunity for you to connect with other wedding specialists who can make referrals to you and visa versa.
11. **Support the organizer's marketing efforts** by promoting the Show and sharing on social media.