



Foothills Bridal Showcase

February 19, 2012 1:00 to 4:00pm

BOOTH TIPS

Exhibiting your product and/or service at a bridal showcase can be a costly investment, especially for a small business. BUT, pre- planning can increase your chances of booking a bride. In some cases, gaining only 1 new client will pay for the cost of your booth! Think about your bridal show as a process, not a single event.

What should you do before, during, after, and for future shows to ensure reaching your goals?

A few important considerations:

- ✓ **How will you let clients know your there?** (Send out emails, give out flyers to potential clients that visit with you, post banners or ads on your website, place in your signature on your smart phone and your email.
- ✓ **What will your booth look like?** (Top of the mind marketing. How you introduce your business from a business card, website or flyer your booth should resemble that. Give the client your recognizable brand.
- ✓ **Do you know your market?** (Is it the Bride, her mom or the groom? Your marketing approach should reflect who your target market is.)
- ✓ **Does your booth clearly state who or what you are?** (The worse thing you can do is overwhelm your client by not being clear. Most brides have no vision. You have to create that for them.)
- ✓ **Do you know when to speak and not speak?** (Keep your words to a minimum. Be bold in your graphics reference back to clarity. Allow your brochures and other publications give more information instead of voicing it.
- ✓ **Are being interactive?** (Bride's love to be involved. If you are a baker give out samples, If you are a photographer take their picture and offer to email them a copy.
- ✓ **How does your marketing materials look?** (There are economical ways to create business, brochures and other publications without them looking homemade. Utilize Kinkos, VistaPrint.com. You set the stage for professionalism.
- ✓ **How will you staff your booth?** (Everyone should be unified with a uniform. Do not have too much staff to crowd the booth. How you run your booth with tell your visitor how you run your business.
- ✓ **What is a successful showcase for you?** (Decide how you will measure and track your visitors after the show. Be realistic with yourself. Ex: Out of 10 brides I emailed about the samples, two of them made an appointment to meet me. One of the brides came for a second consultation with her groom. No one has booked, but you had an opportunity to get them to you.
- ✓ **How do you plan to follow up?** (Send a thank you for visiting? Offer a promotion for visiting you at the showcase.