



W E D D I N G
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E X P E R I E N C E

www.WeddingExperience.com
info@WeddingExperience.com
(703) 425-1127

RESOURCE GUIDE

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www.LogoMyWay.com

ARTWORK: www.iStockPhoto.com
www.shutterstock.com
www.dreamstime.com
www.fotosearch.com

WEBSITES: www.ThemeForest.net
www.ElegantThemes.com

COPYWRITING: www.elance.com
www.guru.com
www.writeraccess.com

MARKETING: www.ODesk.com
www.DuctTapeMarketing.com

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GIVEAWAYS: www.GoPromos.com
www.MarcoPromotionalProducts.com

EDUCATION: www.WeddingMBA.com
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MARKETING ADVICE & IDEAS

www.BookMoreBrides.com

www.WeddingMarketing.net

www.ThinkLikeABride.com

www.MyWeddingMarketing.com

www.BrideAttraction.com

www.TheWeddingReport.com

WeddingMarketingNow.wordpress.com

problog.weddingwire.com

10 STEPS TO BRIDAL SHOW SUCCESS

1. Make Your Display Work for You

You have only a few seconds to make an impression on the bride. She should be able to look at your booth and know **exactly** what you do. Keep your booth attractive and inviting. Graphics and visuals will make your booth stand out, but don't overdo it.

2. Present Yourself in the Best Possible Way

Your business will be judged by the appearance of your booth and the attitude of your staff. Dress appropriately. Do not eat, drink, chew gum, read the newspaper, chat on your cell phone or bring your kids. Be prepared with a rehearsed, practiced and polished sales presentation which tells the bride who you are, what you do, and the **benefit** you provide.

3. Have an Effective Promotion Piece

You **must** have something that the bride can take home. Your promotion piece will go into a bag with many others so it is important that it stands out. Don't stack your brochures. Hand your literature to the bride and tell her what it is, why you are giving it to her, and what she should do next.

4. Avoid the Terrible "Toos"

Don't put **too** much, or **too** little, in your booth. Don't arrive **too** late to prepare and set up your display. Don't pack up **too** early. The last hour of the show can be your best opportunity to close sales. You can also use this time to network with the other exhibitors, as they can be a great source of business.

5. Don't Sit Down

Always appear interested and ready to assist your potential customer. Don't make the bride feel that she is interrupting you. If you look busy, preoccupied or bored, the bride will simply move on to the next booth.

6. Do Something Different

Your booth will have a greater impact if it stands out from the others. Large-scale graphics, signage, lighting, special linens and unique decor can all be used to set your booth apart.

7. Qualify the Bride

Take a moment to find out if the bride has a need for your product or service. If not, you have saved yourself time and money. If so, the bride will appreciate the attention and you will know that you have a potential sale.

8. Focus on Making the Appointment

Shows provide you the opportunity to reach many prospects in a short period of time. To make as many contacts as possible, do not spend too much time with any one bride. Try to set an appointment or arrange some form of future contact. Don't let a good prospect get away without determining a future course of action.

9. Follow Up

The leads you acquire at the show are valuable! Have a plan in place to follow up on leads as soon as you leave the show. Don't wait to contact your hot prospects. If you wait too long they will likely become good customers of your competition.

10. Track Your Leads

The only way to determine which of your marketing vehicles are most effective is to ask each of your customers how he or she found out about your business. Be patient, as it takes six months or more to accurately judge the success of the show.