

# Today's Bride

WEDDING SHOW

March 3, 2024  
John S. Knight Center  
11am-4pm

## MOVE-IN/MOVE-OUT RULES

- ➔ **IMPORTANT! UNLOADING IS PROHIBITED** through the main front door on East Mill Street.
- ➔ We suggest you bring your own dolly to wheel your materials in and out quickly.
- ➔ Should move-in or move-out require additional help, a few complimentary porters will be on hand to assist. Refer to the JOHN S. KNIGHT CENTER EXHIBITOR INFORMATION SUMMARY for specific rules and regulations that relate to the facility (page 15).

**PARKING** The CITY lots are free of charge starting at 6:00pm on Friday continuing through Sunday. There are other PRIVATE lots available for a fee. See posted rates for the fees.

## PRE-SHOW PREP

### 12 weeks before the show:

- Download the Exhibitor Manual to prepare and track deadlines [pros.TodaysBride.com/March](http://pros.TodaysBride.com/March)
- Set Goals for the Show (number of appointments, testing a product, taking deposits)
  - Number of appointments
  - Testing a new product
  - Taking deposits
  - Signing contracts
- Plan your booth design
  - Layout • Decor • Flooring
  - Banners • Signage • Electric Access
- Order marketing materials: flyers, promo items, samples, show special to offer, literature for brides Pink "Stuff It" Bags (if contracted)

### 4 weeks before the show:

- Stuff-it Bag Materials delivered to Today's Bride by February 9, 2024**
- Order any extra rentals from a decorator, rental company or venue
- Prepare a way to collect hot leads at the show (guest book, paper or electronic forms)
- Pre-promote your presence at the show: share on social media, website, emails, voicemail & more
- Post online banner images promoting your booth and/or show special. Banners are located on the Exhibitor Manual website: [pros.TodaysBride.com/March](http://pros.TodaysBride.com/March)

### 3 weeks before the show:

- Proof your online listing on [TodaysBride.com](http://TodaysBride.com)

### 2 weeks before the show:

- Submit your Sign & Nametag Credentials Form by February 16, 2024**
- Submit your Show Special to post on [TodaysBride.com](http://TodaysBride.com)
- Create a packing list of what to bring to the show (see right)
- Schedule & train your staff on booth etiquette, rules, the sales process, and show specials
- Plan parking and lunch options for your staff
- Prepare the follow-up process (timing of phone calls, emails, direct mail, show special deadlines)
- Review the Exhibitor List online to strategize your networking

## POST-SHOW PREP

### After the show:

- Follow up on your hot leads from the show immediately
- Download the registered attendee list once alerted that it's available
- Continue working the leads throughout the attendees' engagement
- Renew the next show date to keep your online listing active

## PACKING LIST

- ♥ Electrical Cords & Surge Protector
- ♥ Mobile Device Chargers
- ♥ Sales Literature
- ♥ Business Cards
- ♥ Appointment Book
- ♥ Clipboards
- ♥ Booth Design Layout
- ♥ Dolly or Transporting Devices (Suitcase or Wagon)
- ♥ Masking Tape, Scotch Tape, Shipping Tape
- ♥ Scissors, Stapler, Safety Pins, Straight Pins
- ♥ Portable Vacuum/Steamer
- ♥ Pens, Sharpie Marker
- ♥ Trash Bags
- ♥ Aspirin, Band-Aids, Second Pair of Shoes
- ♥ Hand Sanitizer
- ♥ Lead Collection Forms (or laptop/tablet)
- ♥ Breath Mints
- ♥ Good Selling Plan & Attitude