

Today's Bride

WEDDING SHOW

MOVE-IN DETAILS

- ➔ **Face masks required at all times in the building.**
- ➔ All Exhibitors must check-in at Exhibitor Check-in on the right side of the hotel at the NORTH side door. A Today's Bride Staff will greet you to review the Health Screening Questions for Covid symptoms. **Everyone will be temperature screened upon entrance.**
- ➔ A Today's Bride staffer will greet you and direct you to your booth, or to a better unloading door if there is traffic congestion. Exhibitors with only a few hand-carry items may come in the front lobby doors (no dollies or large equipment permitted).

PARKING Free Parking in the Embassy Suites parking lot. Please park in the back of the hotel to save prime spots for attendees.

FOOD There will be no food or drink available for purchase at the hotel due to COVID Restrictions. Feel free to bring your own into the building.

WI-FI Hotel wi-fi is free. Join the 'Hilton Honors Meeting' network. Password- **ESmtg19**

PRESHOW PREP

6 weeks before the show:

- ☐ Download the Exhibitor Manual to prepare and track deadlines pros.todaysbride.com/october
- ☐ Set Goals for the Show (number of appointments, testing a product, taking deposits)
- ☐ Plan the Booth Design (layout, banner signage, flooring, decor, electric access) **Note: Pipe and drape is not included in booth package.**
- ☐ Order marketing materials: flyers, promo items, samples, show special to offer, literature for brides Pink Welcome Bags (if contracted)

4 weeks before the show:

- ☐ Proof your online listing on TodaysBride.com
- ☐ 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
- ☐ Online banner images are located on Exhibitor Manual website pros.todaysbride.com/october

3 weeks before the show:

- ☐ **Stuff-it Bag Materials delivered to Today's Bride due October 9, 2020**

2 weeks before the show:

- ☐ **Turn in Sign & Nametag Credentials Form due October 16, 2020.**
- ☐ Submit your Show Special to post on 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, show promotion/COVID safety guidelines
- ☐ 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

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

- ☐ **Face mask for each of your staff**
- ☐ **Hand Sanitizer for your booth**
- ☐ Electrical Cords & Surge Protector
- ☐ Mobile Device Chargers
- ☐ Sales Literature
- ☐ Business Cards
- ☐ Appointment Book
- ☐ Clipboards
- ☐ Booth Design Layout
- ☐ 2-Wheeled Dolly & Transporting Devices
- ☐ 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
- ☐ Breath Mints
- ☐ Good Selling Plan & Attitude