

Today's Bride®

WEDDING SHOW

January 9, 2022
John S. Knight Center
10am-4pm

PRE-SHOW PREP

6 weeks before the show:

- Download the Exhibitor Manual to prepare and track deadlines pros.TodaysBride.com/January
- 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 **December 10, 2021**
- 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/January

3 weeks before the show:

- Proof your online listing on TodaysBride.com

2 weeks before the show:

- Submit your Sign & Nametag Credentials Form by **December 22, 2021**
- 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, 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