

Today's Bride

WEDDING SHOW

November 18, 2023
Summit County Fairgrounds
Saturday, 10:00 AM - 2:00 PM

Show Day Exhibitor Help **Hotline**

440-482-1055

Need electricity? Trash overflowing?
Music too loud? Call or text to report
an issue without leaving your booth!

MOVE-IN DETAILS

- ➔ All Exhibitors must check-in at Exhibitor Check-In (Main Entrance - DOOR A) on the NORTH side of the facility.
- ➔ A Today's Bride staff member will greet you and direct you to your booth, or to a better unloading door if there is traffic congestion. You will also receive your exhibitor packet and name tags at check-in.

PARKING Parking is free in the Summit County Fairgrounds parking lot. Please park on the South side of the building during show days to save North side parking spots for attendees.

FOOD During show hours, the Summit County Fairgrounds will have the Snack Shop open. No outside food is permitted to be brought into the building. During move-in hours, you may bring your own food and drinks into the building.

WI-FI Wi-Fi is free for Exhibitors only. Join the **scfvendor** network. Password: **fair1850**

PRE-SHOW PREP

10 weeks before the show:

- Download the Exhibitor Manual to prepare and track deadlines pros.TodaysBride.com/November
- Set Goals for the Show
 - 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 **October 27, 2023**
- 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/November

3 weeks before the show:

- Proof your online profile on TodaysBride.com
- Audit your design & branding on your website and social media

2 weeks before the show:

- Submit your Sign & Nametag Credentials Form by **November 3, 2023**
- 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 profile 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