



PRE-SHOW PREP

12 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 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)

6-4 weeks before the show:

- Stuff-it Bag Materials delivered to Today's Bride by **February 7, 2025**
Please note, we have recently moved to a new office! Our new address is **3550 Ridgewood Road, Fairlawn, OH 44333**.
- 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
- Audit your design & branding on your website and social media

2 weeks before the show:

- Submit your Sign & Nametag Credentials Form by **February 21, 2025**
- 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 lead collection forms and 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