

# T H E U L T I M A T E BRIDAL SHOW

## Ultimate Guidelines

Please refer to the exhibitor's contract for the specific rules and governing conditions.

**Setup Time:** 07:00AM - 9:00AM

**Doors Open to Brides/Guest:** 09:00AM – 4:00PM

**Strike Down Time:** 04:00PM – 05:00PM

There is a service elevator that you may use to transport your items from the parking garage up to the second floor. Alternatively, there are other elevators that you can also use for light items. Please remember that these elevators are used for other guest of Living Arts Centre.

**Parking:** Parking underground the Living Arts Centre is free of cost.

### Rules and Regulations:

Building rules are in full effect and violations will be addressed by the venue management.

- You must arrive on time and complete your setup prior to the time when brides and their guests are scheduled to be allowed in the exhibition areas.
- There will be a maximum of 2 chairs provided for each exhibitor (read the tips section) for 5FT tables and 4 for 10FT Tables
- Your booth/table should have at least one (1) person present at all times

- A copy of the leads list will be provided approximately 2 weeks after the bridal show to all exhibitors minus the names of those brides who have specifically indicated that they do not want to be contacted
- Your booth/tables must be free from all boxes, packaging materials or any materials that will cause obstruction. Store as many items as appropriate under your table or in your vehicle to avoid a cluttered appearance which distracts from your overall presentation
- Electrical cords must be taped with only black tape and must not damage the flooring. Any damage to the flooring or walls will be the responsibility of the exhibitor.
- Fire hydrants, exit doors must not be blocked.

## Tips and Techniques

Trade shows represent a significant opportunity to enhance brand and product visibility, promote new and existing products, generate leads and drive sales. In addition, show participation enables you to learn about industry trends, gain competitor insights, make key industry contacts, capture new business, and build relationships with potential customers.

In planning for your exhibition here are some key tips and techniques:

### Professional Appearance

- Setting up your table when the brides are entering the exhibit area is unprofessional and will not be accommodated
- Ensure that those working the show with you are well trained, professional and 100% have the ability to fully represent your company
- Train and schedule staff to effectively convey your sales message and ensure your booth is always staffed adequately
- If wearing badges ensure that your badge is facing out, not in. Make sure it faces out so your name is visible
- Your presentations or demonstrations are a critical part of your exhibit marketing. Create an experience that allows visitors use as many of their senses as possible. This will help to enhance memorability.

- Don't sit down, look bored, read or play with your laptop or stand with your arms folded over your chest, in an overly authoritative position. This posture does not attract brides.
- Don't attack guests to your booth with a version of "May I help you?" Engage people with questions like: "Have you visited our booth before?"; "What are you hoping to gain from the show?"
- Don't eat or drink in front of your booth. Your drink shouldn't be out on your displays
- Don't leave the booth unattended. You are sending a subliminal message to people who walk by that you believe your own product or service is 'unimportant'; so why should they feel differently?
- Don't over or under dress; wear clothes to fit [your company](#) image; wear comfortable shoes at all time, because it always looks better to be standing in your booth.

## Marketing and Promotion

- Create a trade show marketing plan that is divided into three sections: 1. Pre-Show Marketing, 2. At-Show Marketing, and 3. Post-Show Marketing.
- The bridal show is interactive themed "[EngageYour5Senses©](#)" so select giveaways that complement you company image and heighten remembrance
- Choose the best type of display that meets your promotional needs and budgetary needs
- Make your booth/table stand out in the exhibition hall that will draw the brides towards you
- Develop a compelling to-the-point sales message, that you will use to market your product and services (this includes your table design) for the bridal show
- Effectively utilize display accessories, banners, graphics, lighting, booth design, and materials to heighten visibility and drive bookings/sales
- **Create a "WOW" Exhibit...** that attracts people and instantly conveys your image and product message. Your display graphics should deliver your message with a powerful punch - and have promotions to draw people to your booth (interactive demonstrations, food, contests, giveaways, etc.)

- Print marketing materials including product/services literature or product sheets and business cards

#### Important considerations in choosing the right giveaway:

- Does the item complement your company and product image?
- Do the giveaways you want to purchase match your budget?
- Are you able to easily imprint your key contact information and message on the trade show promotional item?
- Is your giveaway unique and different from others you've seen?
- Is the item something YOU would like to have?

### Mastering Tradeshow Giveaway Game

Exhibitors use gift-giving as a marketing strategy to enhance awareness, create goodwill, communicate a key message, and/or serve as a loyalty-building incentive. However, how many promotional giveaways do an effective job? Before jumping into the tradeshow giveaway game consider the following ways to mastery:

**Find the Right Item:** To select the right item, decide on your objective. Do you want it to enhance a theme, convey a specific message, or educate your target audience? Remember your company image is reflected in whatever you choose to give away.

**Establish Qualifiers:** What must visitors do to qualify for a giveaway item? There are several ways to use your tradeshow giveaway effectively: (a) as a reward for visitors participating in a demonstration, presentation, or contest, (b) as a token of your appreciation when visitors have given you qualifying information about their specific needs, and (c) as a thank you for stopping at the booth

**Have a Sales Incentive:** Will your tradeshow giveaway directly help future sales? Hand out a discount coupon or a gift certificate requiring future contact with your company for redemption.

There is a broad and interesting selection of tradeshow giveaway items to choose from that will enable you to avoid the usual pens, pencils, and key chains.

## **Effective Use of Giveaways**

How you distribute your trade show promotional item makes a difference in its perceived value and marketing effectiveness. For example, do not stack your entire supply of giveaways on your booth table for just anyone to take.

## **Trade Show Mistakes Can Significantly Impact Results**

### **Neglecting to Develop a Detailed Trade Show Budget**

As part of your planning process, you need to make sure you have a handle on all your projected expenses and forecasted revenue so you can determine a return-on-investment for each show you attend.

### **Limiting Time to Produce Your Booth, Printed Materials, and Promotional Items**

Waiting to the last minute to have your exhibit booth and other items developed is one of the biggest trade show mistakes you can make. Your image and effectiveness is at stake when you do not allow enough time to produce everything you need for your exhibit.

When things are rushed, mistakes are easily made and corners are sometimes cut. In addition, you may incur significant rush and overtime charges, which can erode your profit.

### **Not Training Booth Staff**

Your trade show results are directly tied to the effectiveness of the people who work your booth/table. They are a direct reflection of your company and its quality, culture and service.

Be sure they are fully trained on the objectives of each show as well as:

- The specific sales message that must be consistently delivered
- Which high-opportunity prospects and customers will be at the event
- How to perform effective product demonstrations
- How to engage booth visitors and collect lead information
- What materials to give visitors and how you want it done

### **Collecting Inconsistent or Incomplete Lead Information**

Your booth staff must be well trained on how to quickly and consistently assess, through two-way dialogue, visitors' interests, needs, buying power, and decision-making ability. This is essential to determining if your product is a good fit and if a booth visitor is a "low," "medium" or "high" opportunity prospect.

### **Use The Booth As An Effective Marketing Tool**

On the trade show floor your exhibit makes a strong statement about who your company is, what you do and how you do it. The purpose of your exhibit is to attract visitors so that you can achieve your marketing objectives. In addition to it being an open, welcoming and friendly space, there needs to be a focal point and a strong key message that communicates a significant benefit to your prospect. Opt for large graphics rather than reams of copy. Pictures paint a thousand words while very few exhibitors will take the time to read.

### **Ultimate Trade Show Advice**

Just imagine a line forming at the trade show exhibit next to yours where there are compelling, dramatic displays with lots of attractions, audios and interactive activity on their website, sensational giveaways and prizes, fresh brewed coffee and hot buns, dancing acrobats and an oversized TV screen with a luxurious lounge for the foot weary trade show attendee. Then imagine your trade show booth with nothing but a drape. Guess who gets the traffic.