



PREPARING FOR THE WEDDING SHOW

Show Success depends on the 4 P's

The more you prepare for the show, the more success you will have at the show.

Products / Pricing / Presentation / Personality

- | | |
|---|---|
| <p><input type="checkbox"/> PRIOR TO THE SHOW
 Design Props / Signs
 Create a Show Tub / Toolbox
 Start Social Media Announcements
 Order ID Badges/ T-shirts for Staff
 Create & Print Materials to Pass Out
 Create Show Special Offer
 Confirm Show Move In/Out Times</p> | <p><input type="checkbox"/> PRICING
 Plan to sell at the show
 Have a calendar to set appointments
 Have contracts available
 Provide Price sheets that are clear and easy to understand
 Packages and Ala Carte items are clearly defined</p> |
| <p><input type="checkbox"/> PRE-SHOW
 MORNING OF THE SHOW
 Set up booth
 Network with other vendors
 Eat & Hydrate before the show starts
 Do social media posts
 Check booth set up</p> | <p><input type="checkbox"/> PRESENTATION
 Booth theme reflects your business
 Coordinate props and colors
 Do not sit at your booth, stand in order to make eye contact with attendees
 Keep booth tidy, store boxes under the table</p> |
| <p><input type="checkbox"/> DURING THE SHOW
 Bring your A-Game
 Do social media posts when time permits
 Remember to drink water/energy drinks
 Do not break down until show ends</p> | <p><input type="checkbox"/> PERSONALITY
 Smile and be approachable
 Have your pitch memorized and answers to FAQ's ready
 Take a break to recharge</p> |
| <p><input type="checkbox"/> PRODUCT / SERVICE
 Make it clear what you do
 Present product samples/examples
 Promote Compelling Show Special
 Emphasize Deadline for Special</p> | <p><input type="checkbox"/> POST SHOW
 Email & Direct Mail to prospects
 Social Media posts
 Special offer follow-up</p> |