



BEST SALES STRATEGIES

BRIDAL SHOW SUCCESS

Each space is defined with convention style draping at the rear and sides. And each will include one skirted table and two chairs.

Upon arrival, find the designated loading area and check in if required. Proceed to unload your property and move everything to your exhibit space. You may use a push cart provided by Bride World or bring your own. Manage your items to avoid blocking aisles and temporarily placing items in another company's space.

Set up your displays and signage first. If using heavier items like large framed portraits, plan to use free standing easels. If using lighter banners or foam-board signs, these can be hung from the 8 ft. tall, rear draping (five pound limit). Bride World will provide 2" long convention hooks for these. If using vinyl type banners, which are subject to drooping, include grommet holes every 18" to 24" along the top edge. Be sure to lay vinyl signs flat a day or two prior to the expo to work out heavy folding lines or wrinkles. Bride World recommends that you bring a small step ladder to stand on when hanging banners. Do not stand on tables or chairs as they are unstable and their use may cause injuries.

According to selling professionals, you should plan to make your exhibit space open and inviting. This may mean placing tables and large items along the back and removing all chairs so that you remain standing while talking with couples who will be standing.

It is always important to decorate your space to make an impression. Wow your future clients. Use items of color to add visual attraction but don't overdo it. Most often "less is more". Literally, less is simpler, more elegant, and easier to manage.

Many couples attending the expo will be in the early stages of their wedding planning and collecting information or doing research which will aid them in choosing their wedding vendors. During the expo, many businesses find it better to focus on educating couples about their company, conveying a genuine confidence and pleasantness about their staff and collecting contact information rather than closing sales. It is common to sell a few contracted packages at the expo but most sales will be delayed for a week or two until undecided couples have completed their research and are more prepared to make a final choice.

Each company should create goals and a strategy for sales performance during and after the expo. These may include meeting with a specific number of couples while at the expo, capturing info from each couple with sales forms or entry forms, setting sales appointments while at the expo, setting sales appointments after the expo, and total sales garnered within 30 days of the expo. These may be unique to each industry and to each company relative to value and pricing within that industry.

A good strategy is to qualify and collect information from each couple that you meet. Use a door prize or guest book to collect and organize info. Gather mailing addresses, phone numbers, email addresses, wedding date, and their preference of when and how to be contacted. Your goal may be to meet and qualify 60 to 80 couples.

Your overall success will be directly related to how well you qualify couples. To weed out the couples who will likely be your future clients, you have to ask questions and listen carefully to the answers. Ask about their wedding date. The answer will speak volumes. Is it quick and matter of fact or is it wavering. If they are wavering and you represent a reception facility then you are ready to sell. However, if you are a florist, it will be difficult to set an appointment due to the couples inability to commit to a date. If you are that florist and the couple has a date reserved, ask about the ceremony and/or reception locations. This answer will help to judge the overall budget, the reception city or area, and identify where this couple is in the planning process. Continue by asking if there is a budget or package amount for flowers (without asking the amount). The answer will help determine how well the couple has researched flowers, how much importance the flowers are, and if they are close to committing to a written contract. After all a couple is standing in a florist exhibit at a wedding expo, talking about flowers to a florist. After describing your packages and services, go ahead, ask directly, "Would you like me to provide you with a contract now or would you prefer a private appointment next week?" If the couple doesn't need additional time for researching florists, they may just ask for the contract now.

This qualifying process should take less than five minutes per couple. You can talk longer but get the qualifying done first. Once you have the details you need, remember your goals and move on to another couple.



MOVING IN

BEFORE YOUR ARRIVAL:

You will receive a mailed reminder and an email reminder. The email will include driving and loading directions. Prepare in advance, as there may NOT be anyone to call for directions early during move in.

MOVING IN:

Staff members and hand trucks will be available for assistance between loading hours of 7 a.m. and 10 a.m. Exhibitors will be assisted on a first-come first-serve basis. You may save time by carrying in or moving your own property. Either way, upon moving property to your space, immediately return to move your vehicle from the loading area. Other companies may be waiting to unload.



MOVING OUT:

Upon completion of the event, **PACK ALL YOUR PROPERTY** prior to moving. This will ensure the security of your property and the efficient use of carts and loading areas. Staff members and hand trucks will be available to assist if needed.

VENDOR PROTOCOL:

You are assigned to a specific space with strict boundaries. **YOU ARE NOT ALLOWED TO STAND, SELL OR SET PROPERTY IN THE AISLES.** All displays and property must be professionally and tastefully finished for the mutual benefit of adjoining vendors. Any display items taller than 8' may be visible in the aisle behind you and should be finished in the same manner as the front. **ALL** property must be fireproof or flame retardant. All music, noise, lighting effects and announcements must be kept at a level convenient for all adjoining exhibits. Because visibility is a high priority, all items over 4' tall must be placed within the rear half of your space. Expo staff can assist with moving larger if needed. The event manager reserves the right to remove property or exhibitors for non-compliance. These conditions are included in an exhibit contract.

EXHIBITOR BADGES:

Badges and passes are NOT required for you or your staff to be admitted. A simple hand stamp is used upon arrival.

COMMON QUESTIONS

ELECTRICITY: The use of electricity at a convention center or hotel is an optional service item. Each exhibit must be wired individually to meet state and local fire code, insurance requirements, and avoid circuit overloading. Order prior to the expo to avoid surcharge.

LEAD LISTS: A compiled list of all registered brides available as an optional service item. A separate fee applies. Phone numbers are NOT included. Mailing addresses are included with 100% of records. Email addresses are included with about 50% of records.

TABLES: Each space includes one table (covered & skirted). A ten foot wide space includes an 8' table. An eight foot wide exhibit includes a 6' table. You may request a size change (without charge) up to 5 days prior to set up. You may order additional tables (fee item) or bring in your own (no fee). All expo tables are loaded in advance and trucked to the expo. Changes, when requested at an expo, may not be possible.

SIGNAGE: Each company is responsible for their own signage. We recommend a medium-size (approximately 7' wide x 3' tall) that will fit in both 10' and 8' wide spaces. Resist using a 10' wide sign. Plan to hang your sign on the 8' tall backdrop. This is the single most important element of your success. Plan carefully. If your sign is cloth or vinyl, include grommet holes every 18" to 24" along the top edge to reduce sagging. Vinyl material is not recommended as it shows creases and curls when displayed. We recommend printing directly onto foam board or wrinkle-free, poly material. BrideWorld will provide hooks and a step ladder. Please do not use staples, tape, zip ties or bungee cords as these do not work well and may damage or leave a residue on the draping and structure provided. There is a weight limit of 5 pounds, so do not plan to hang framed portraits. Use a floor easel instead.

EXPO DECORATION: BrideWorld uses ivory colored curtains and white table covers to create a blank canvas for your space.

DONATED PRIZES: Your donated prize becomes a live commercial presented on stage, and given away to a bride or guest, at one of the scheduled fashion shows. Deliver your prizes (2 per event day please) to Registration staff before 10 a.m. Attach a short typed sales message.

MEALS & BEVERAGES: Drinking water will always be available. Concessions are provided by the host venue. You have the option of bringing in food for your personal consumption (restrictions apply).

LITERATURE: While you may talk face-to-face with only a hundred brides in one day, you may also find that mothers, grooms, and other wedding professionals wish to pick up materials. Please prepare to distribute sets of literature in multiples of hundreds.

EXPO PASSES: Save your bridal clients an admission fee by distributing complimentary expo passes. Please call for passes as needed.



info@brideworld.com
1-800-600-7080



LEAD LIST GUIDELINES

The Lead List data service includes a web site where subscribers may download data approximately five days following an event. All data to remain the property of Adcom Publishing Inc. Data use is subject to revocation. Each subscriber shall:

- 1) Send no more than twelve total emails to any one email address. After sending twelve email messages to one address, users should delete that address to avoid future email.
- 2) Send no more than one email per any 14-day period.
- 3) Not share or combine data or solicitations with another company or individual. This includes every form of lending, borrowing, bartering, selling, leasing, and any other type of transferring or combining of copyrighted data.
- 4) Not include any message or solicitation that would promote or benefit any other expo or event, companies, or services other than that specifically appearing under 'Protocol' and 'Conditions' on your exhibit contract.
- 5) Not place the name BrideWorld in the Subject line in any solicitation.
- 6) Not include the name BrideWorld in any part of the sender identity.
- 7) Not paste multiple emails into To:, CC:, or BCC:, etc.
- 8) Use an email forwarding and management system (LockLeads.com or other) for all email solicitations. These systems create a temporary, unique, email address for each bride and automatically manages the forwarding and unsubscribing of each email solicitation.

LEAD LIST AND EMAIL BEST PRACTICES

Lead List subscribers will receive a download notice via email approximately four days after the expo. If you are a subscriber and do not receive the email notice, you can download files directly from [HTTP://BrideWorld.TradeShowToolkit.com](http://BrideWorld.TradeShowToolkit.com). Please call for establishing or updating a log in. Call 800-600-7080.

The Lead List will contain the names of the engaged couple, a wedding date, a mailing address, and an email address. Phone numbers are not collected. Each couple registering will submit information through an opt-in process. About 50% of couples request that BrideWorld NOT share their email address. When viewing the Lead List, these couples will have their email address missing or omitted. However, these couples are eager and willing to share their email address with companies they meet with at the expo. Each company should be prepared to collect email addresses and phone numbers. The best strategy is to collect email and phone numbers using a drawing, contest, or guest book process while at the expo.

AVOID THE SPAM FOLDER

Most email service providers; Gmail, Earthlink, AOL, Yahoo, and Hotmail, control inbound email traffic that you send to a couple. These inbox "gate keepers" control your access by reviewing your solicitations systematically before placing into the proper inbox.

If you are suspected of violating industry guidelines or if a number of other recipients flag your emails as spam, your email messages will likely be diverted directly to a spam folder. Unfortunately, once you are branded as a spammer, it may take weeks before your status can be reinstated. Each year email "gate keepers" find new ways of filtering and deflecting emails.

Avoid these common spam-like mistakes: 1) Contain all uppercase (UPPER CASE) words in subject line or sender name. 2) Contain cut-and-pasted groups of email addresses into To:, CC:, or BCC:. 3) Email arrives to a server more rapidly than one per every three seconds. 4) Your email has too much text appearing in a red or blue color. 5) Your email contains certain flagged or sensitive words or excessive punctuation, like FREE!! or Order Now!

The U.S. Congress has established these guidelines to be followed: 1) Include your company's local mailing address. 2) Include your accurate (not misleading) sender identity. 3) Include an unsubscribe option (usually appearing at bottom). Please visit the source at <http://www.ftc.gov/os/caselist/0723041/canspam.pdf>. Wikipedia summary: http://en.wikipedia.org/wiki/CAN-SPAM_Act_of_2003

All guidelines and restrictions are subject to modifications as dictated by Congress or common email industry practices.

Bride World



LOCAL AND REGIONAL

Meet newly engaged couples in Los Angeles County, Orange County, and the Inland Empire. These local markets represent over 100,000 weddings per year.

BENEFITS

Experienced industry professionals create immediate sales by reaching thousands of attendees—motivated brides, grooms, wedding attendants, and family members. Companies researching new products and services, gather on-the-spot feedback and research, in one day!

THE BIG SECRET

The secret to the highest attended bridal expos is advertising—a quality campaign that attracts literally thousands of newly engaged brides-to-be. Each year BrideWorld invests over \$500,000 in production costs that include broadcast radio, magazines, search engines, social networking, leading web sites, freeway-visible billboards, Email, and direct mail.

ATTRACTION

BrideWorld creates a well balanced, local market event with a desirable selection of participating companies and industry attractions. Attending brides-to-be experience a highly productive shopping environment. Each bride discovers an adequate selection of wedding professionals and finds comfort in setting appointments. Exhibiting companies experience higher than expected contacts and sales while qualifying clients face-to-face.

LEAD LIST RENTAL

A compiled list of brides and grooms available for a nominal fee. Download for applications on Mac and Windows platforms. Email addresses are compiled through an opt-in process and included only with each bride's permission. Email addresses are available and managed through email forwarding service only. Phone numbers are not collected.

ADDED VALUE**

Upon returning your exhibit contract you'll receive:
One Enhanced Listing for six months at BrideWorld.com.
One Basic Listing in the BrideWorld Expo Program.

Timing is important. You'll be pleasantly surprised to discover that added value advertising can generate sales before and after each expo.

LIMITED COMPETITION

BrideWorld imposes a quota, limiting the number of participants within recognized business categories. This policy produces excellent results for exhibitors. Space is reserved on a first-come, first-served basis. Call now.

EXHIBITOR TESTIMONIALS

"I love the face-to-face selling and feedback!" — Debra's Dreams
"More brides than I can talk to in one day!" — Balboa Inn
"At each expo we set hundreds of appointments!" — Friar Tux Shops
"...By far this is the best!" — Sara Jordan Photography

RESEARCH

Don't let a slick sales pitch dull your business sense. Before investing in any expo, ask for a dozen local references, the actual number of participating companies, and the total attendance at a recent expo.

Do the research. Speak to at least five previous exhibitors. BrideWorld displays participating exhibitors online. After a little research, you'll find that BrideWorld is your best advertising value.

The goal is to increase sales...right? Many first time exhibitors report that they incorrectly focused on cutting costs or saving money, when they should have focused on maximizing sales. Many chose to cut back on literature, decorations, and signage, only to find that it may have resulted in the loss of hundreds or thousands of dollars in sales. Our sales staff has many years of combined bridal show experience and have seen just about everything. Don't hesitate to ask for advice.

info@brideworld.com • 1-800-600-7080

