

## PRE SHOW GAME PLAN

### PLAN YOUR BOOTH

- READ THE EXHIBITOR PACKAGE PROVIDED BY SHOW MANAGEMNT. You don't want to show up with an elaborate display or props only to find out what you have is prohibited because it is too tall, too noisy, or doesn't meet the regulations for some other reason.
- Be clear about what you do. An attendee should be able to look at your booth and in a matter of seconds know exactly what you do.
- Decide what visuals you are going to use (walls, lighting, props, fabric, tables, signage, etc.)
- Figure out what you may need to purchase or rent from third party vendors like electricity, tables, linens, flowers, etc.
- Sketch out a floor plan of your booth space.
- Consider traffic flow within your booth. Don't create a bottleneck.
- Calculate how much time it will take to set up the booth.
- Decide who will staff your booth.
- Create promotional flyers, brochures, business cards, etc. that you will distribute at the show.
- Hype your presence at the show on social media.

### PREPARE YOUR STAFF

- Determine who will set up & break down the booth as well as who will work the booth during the show.
- Decide how you are going to record leads, and then train your staff on what the process is.
- Figure out some sort of general sales pitch and make sure your staff is well-trained on what the goals are for the day.
- Determine a dress code. Does everyone have a professional nametag?

### PREPARE YOURSELF

- Bring basic supplies: Extension cords, Business cards, Contracts and calendars for selling and booking appointments, chargers for your technology, Mints/Gum, First Aid Kit, Pens/Sharpies, rubber bands, sticky notes, and hand sanitizer.
- Wear shoes you want to stand in all day.

# IT'S SHOWTIME

## SET UP YOUR BOOTH

- Get your booth set up early (If you did a floor plan earlier, this should be an easy task)
- Allow more time than you think it will take.
- Network with other vendors before the show starts.
- Get something to eat before the show starts.
- Have a staff meeting to review the goals for the day .
- Post a photo of your staff and your fabulous booth on social media [#BrideCityShows](#)

## ENGAGE THE ATTENDEES

- Bring your "A" Game...You need to not only be turned on, you need to be turned UP...show some excitement!!
- Do you have staff members who are texting and looking at their phones during the event? How do you think this looks to attendees? Be present, create a welcoming environment, and don't forget to smile!
- Be prepared to tell attendees who you are, what you do and what makes you unique.
- Plan to sell/book weddings at the show. Have contracts and your calendar ready.
- Take photos to share on Social Media [#BrideCityShows](#)

## TAKE CARE OF YOURSELF AND YOUR STAFF

- If you and your staff are enjoying yourselves, you will be much more approachable. Work hard and have fun, attendees will appreciate this.
- If you're bored and unenthusiastic, the show will drag and so will sales.
- Even if all you have time to eat is a granola bar or banana, it's better than nothing.
- Stay hydrated... you will be busy and talking a lot.

## POST GAME PLAN

### FOLLOW UP

- The leads you acquire at the show are valuable!
- Follow up with hot leads to confirm appointments you scheduled during the show.
- Reach out to everyone who visited your booth with direct mail or email.
- Reach out to the wedding pros you met at the show and continue building relationships.

### EVAULATE YOUR PERFORMANCE

- What can you do differently or more efficiently next time?
- How did your staff perform? Did you need more or less people?
- How do you think you did?



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