

Why Be A Vendor In a Bridal Show?

National research shows that nearly 40% of brides attend a bridal show during their planning process. With 2.2 million US weddings each year that means bridal shows attract over 900,000 engaged couples eager to book products and services for their weddings. Can you really afford to miss 40% of your target audience?

1. Getting face to Face with Brides: The best way to reach the bride is in person. A local bridal show is a cooperative effort to create a wedding “mall” for brides to be able to plan their wedding in one day. With brides waiting until the last minute to complete their wedding plans many are coming to shows ready to book. A bridal show gives you the opportunity to create an exhibit that reflects what you do.

2. Meet Other Wedding Professional /Referrals: Participating in local bridal shows is an important, and often overlooked, opportunity to build a strong referral network. Bridal shows are often the largest meeting place of wedding professionals. Although everyone is focused on meeting the brides who attend the show, with a little creativity and effort the shows can also be a great way to extend your network and strengthen your established relationships with other vendors. Best of all, it costs nothing extra!

3. Working The Leads After The Show: Most bridal shows provide you with a list of brides attending the show. This offers a great opportunity to follow-up after the show. The most obvious ways are to call, to email or to send a postcard. While there are many opinions what works best, make sure you do something with the list. Talk with other participants and see what has worked for them. Many times the producer of the show may have some ideas for you. (See website for the Direct Mail Promo from show producer)

Portions of this article contributed by Fred Jacob/ a BSPI member

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