

## Tips For Vendors

### **What to do Before & At the Show**

1. **Promote the Show Through Your Business:** If every wedding professional in the show promoted the show as if it were their show, the response would be double for everyone involved. Promote the show through your business! Tell brides to stop by your booth and register for show specials. Create excitement!

2. **Making a bridal show successful for you** requires a **Great Display**, an enthusiastic staff and being ready to do business. It may be the hardest 4 hrs. (10 hours if you count setup and breakdown 😊) you ever work, but it will be the most profitable with the right attitude and a clear set of goals.

3. **How to get the business.** Offer incentives for booking with you right there at the show. You can offer discounts or free products or services. Try to get as many brides to book with you as possible at the show. With no hard sell of course, brides will shy away from you. Have your calendar or whatever else you need on hand to take reservations and deposits as well.

4. **Have literature to hand out** and make sure it gets into every bride's hand. Not all brides come prepared to made deposits and book vendors. They are just there to look and see what is available. At the entrance area where the brides check in for the show we hand out bags with VIP samples ( check with event promoter on how you can add to the VIP bags) Brides will walk from vendor to vendor and collect information and drop it in their bag. When they get home they normally will empty the bag out and go through everything they were given. You want your literature to be something she will notice. Some great hand outs that I have seen include:

\*Candy bars wrapped with the company logo and information.

\*Small gift boxes filled with a sample of your product and information.

\*Envelope tied with a pretty ribbon containing a price list and information.

5. **Be Interactive with the Brides**, have something going on in your booth, demo your product. Be up front or standing, not sitting in your chair. Ask questions, what are brides looking for, the new trends or more traditional wedding products. Take a survey.

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

**BE CREATIVE & Have FUN At the SHOW!**