

## Wedding Experience Website

Confirm your website listing at [www.SonomaWeddingShow.com](http://www.SonomaWeddingShow.com)

The **Sonoma Wedding Show** website provides the opportunity to reach prospective customers throughout the year. Each month, hundreds of couples visit the site, including many who do not attend the show but still use the site as a resource.

Please visit our website to confirm the accuracy and category of your listing. Please email any changes to [info@atouchofclassbridal.com](mailto:info@atouchofclassbridal.com)



# 10 Steps to Help You Be Successful During the Show!

## 1. Make Your Display Work for You

You have only a few seconds to make an impression. Make sure that the attendee can look at your booth and know **exactly** what you do. Make your display attractive and inviting. Graphics and visuals will make your booth stand out, but don't overdo it!

## 2. Present Yourself in the Best Possible Way

Your business will be judged by the appearance of your booth and the attitude of your staff. Dress appropriately. Put your cell phone away. Be prepared with a rehearsed, practiced and polished sales presentation that tells the prospective customer who you are, what you do, and the **benefit** you provide.

## 3. Have an Effective Promotion Piece

You **must** have a hand out that your visitor can take home. Your promotion piece will go into a bag with many others so it is important that it stands out. Hand your literature to them and tell them what it is, why you are giving it to them, and what they should do next. Consider a giveaway to generate interest and collect information about your prospective client.

## 4. Avoid the Terrible "Toos"

Don't put **too** much, or **too** little, in your booth. Don't arrive **too** late to prepare and set up your display. Don't pack up **too** early. The last hour of the show can be your best opportunity to close or set up appointments. You can also use this time to network with the other exhibitors, as they can be a great source of business.

## 5. Stand Up

Always appear **interested** and ready to assist your potential customer. make the prospect feel that they are important to you. If you look busy, preoccupied or bored, they will simply move on to the next booth.

## 6. Do Something Different

Your booth will have a greater impact if it **stands out** from the others. Large-scale graphics, or a sign, special linens and unique decor can all be used to set your booth apart.

## 7. Qualify the Prospect

Take a moment to find out if the person you are talking to has a need for your product or service or if you offer more than one than which one do they need. Then **focus on what is important to them**. The prospective customer will appreciate the attention and you will know that you have a potential booking in the future.

## 8. Focus on Making Appointments

Shows provide you the opportunity to reach many prospects in a short period of time. To make as many contacts as possible, do not spend too much time with any one visitor. Try to set an appointment or arrange some form of future contact. Don't let a good prospect get away without **booking an appointment or a call time**.

## 9. Follow Up

The leads you acquire at the show are valuable! Have a plan in place to **follow up** on lead after the show. Contact your hot prospects as soon as possible. Wait too long they will likely become good customers of your competition.

## 10. Track Your Leads

The only way to determine which of your marketing vehicles are most effective is to ask each of your customers how he or she found out about your business. Be patient, as it takes six months or longer to accurately judge the success of the show.