

EXHIBITOR PROMO TIPS

Boost your exhibit traffic and boost your results! No other form of advertising offers your customers the opportunity to see, touch, taste, feel and shop the way an exhibit does.

Remember, you only have 5-7 seconds to catch a guest's attention.

MAKE YOUR FIRST IMPRESSION COUNT!

1. Set goals. Plan out the space before arriving onsite, determine your physical needs, and the space you will need for demonstrations, customer interaction and sales. Then share your goals with your staff so they can help you accomplish your objectives.

2. Work your social media – let your Facebook and Instagram followers know that you are part of the show. If you want to do a promotion and give away tickets to the show, let us know and we can help make it happen.

TAG US IN YOUR POSTS:

Facebook: @WomensFairWichita

Instagram: @womensfair

If you use hashtags in your posts here are a couple that are used: #wichitawomensfair and #womensfairwichita.

While we encourage you to promote and tag Women's Fair to create excitement for your booth and the show, we ask you to be mindful of your content. Keep it respectful, positive, and appropriate to our audience. Sari and I will see your tags and will be happy to share them on our FB and IG pages for more promotions!

3. Send an email marketing campaign out to your customer list. Let your customers know that you're going to be at the show and to come see you. Maybe you might want to offer an incentive for stopping by your exhibit space.

4. Consider offering a bounce back coupon or incentive to drive traffic back to your retail store/website after the show.

5. Encourage your clients, friends, and family to forward your show news to their friends -- you can offer them the same special discount code.

6. Floor covering is a great upgrade. It makes your exhibit space attractive and helps your feet last longer! Also, hide unsightly table legs, boxes, supplies and extra materials by draping tables to the floor with floor length linens or table skirts. Each 10x10 space includes a 6' skirted table. Carpet and

tables/skirts are available through the show decorator.

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7. Make sure to clearly identify your company and product. Place your signage at eye level or higher. Avoid unprofessional handwritten signs and vinyl banners. Show them your best image.

8. Stand up and greet your guests and hand them materials individually so that you make face to face contact. Barstools allow you to rest your feet but easily slide off to greet your shoppers. Do not overwhelm show guests with brochures and literature. Two-thirds of all brochures handed out to show guests are thrown away and forgotten.

9. If you can demonstrate your product, do it! Add an activity or demonstration to draw attention to your space and attract show guests. Engage them!

10. Conduct a Register to Win promotion to drive traffic to your booth. Such promotions also allow you to create an effective database for follow up sales.

11. Your staff is the most important part of your exhibit. Carefully select and train exhibit personnel. Your staff should be knowledgeable about your product or service, should be approachable and inviting, should greet and communicate with show guests, and must be enthusiastic! 85% of show guests' first impressions are based on your staff. Remember, people buy from people! Train them, share your goals and get them to engage.

12. Sample, sample, sample! Women love to touch, taste and smell products before making the decision to buy. Offer them a sample of your product! It works!

15. Smile and have fun!

**More information at
womensfair.com**