

EXHIBITOR TIPS

You do not want to sit back and wait for people to approach you and ask questions. This can be intimidating for attendees. **APPROACH** them as they are walking up with an open-ended, inviting question (How old is the baby? etc.) to start a conversation. Building relationships is key in any business. Invite them in to talk/play.

Have a Prize or Sweepstakes to sign up for-the Best way to generate leads! Make it simple to sign up and offer a great prize. It can be anything from a free service you offer, a discount on your product, or even a Visa gift card.

FOLLOW UP!

I can't encourage this enough. Statistics show that only 33% of exhibitors follow up with their leads. This show will be as successful to you as you make it. You have the opportunity to take advantage of over a hundred thousand dollars worth of marketing we are providing to bring consumers into your "temporary space." You made a great decision to be a part of this event--make sure it pays off!

Spread the word, the more people you tell, the more potential clients they tell. Put a link on your website, send out a newsletter, Twitter about it and talk about it on Facebook, etc.

PROMOTE

NOV 10th & 11th
PLAN & PREPARE NOW.
DON'T WAIT UNTIL THE LAST MINUTE

Top 10 EXHIBITOR TIPS

1. PROMOTE THE EVENT
2. PROVIDE GIVEAWAYS
3. WEAR COMFORTABLE SHOES
4. BRING BREATH MINTS & HAND SANITIZER
5. USE SOCIAL MEDIA TO PROMOTE YOUR BOOTH
6. TAKE ADVANTAGE OF ADDITIONAL MARKETING
7. ASK QUESTIONS - START THE CONVERSATION
8. INVITE THEM INTO YOUR BOOTH SPACE
9. GIVE THEM A REASON TO TAKE A PICTURE
10. FOLLOW UP AFTER THE EVENT!

KNOW YOUR AUDIENCE

- We will have parents with children and strollers and all that it entails. Set yourself up for success by accommodating your guests. One mom who pulls up to talk with a stroller can block your entire booth during a conversation, many parents passing by could miss out on grabbing a card or information. Place your table along one side of your booth or in the back and stand in front of it. This will allow them the opportunity to "come in" to your space and talk. Provide activities for the kids so that you can have the parents undivided attention--not to mention the wonderful impression this leaves on the family!

2 DAYS
EXHIBIT

ADAPT

Continuously evaluate what is working for you and what isn't. You have time to evaluate your approaches and adapt to what is working best. Don't stick with the original plan if you come up with a better one during the event..

PEOPLE LOVE FREE STUFF

Provide samples, giveaways, and other promotional material. Giving out a pen with a logo will actually bring people by.

PARTNERSHIP



Exhibitor Information Is Located In the Partnership Portal on the Parents Palooza Website.

SELL TICKETS TO THE EVENT. PUT A LINK ON YOUR WEBSITE. ASK FOR A DISCOUNT CODE. SHARE ON FACEBOOK, TWITTER, LINKED IN, ETC. THEY WILL COME BY TO THANK YOU FOR THE DISCOUNT!

