



**Oct. 6 & 7, 2018**  
**York Expo Center**  
**York, PA**

## **A Successful Exhibit Begins with a Plan...**

*If you want to get the most from your investment in the Women's Show, you need to develop a marketing plan for your exhibit. Here are some suggestions to assist you in your planning...*

- Develop a booth theme – a creative message that captures attention.
- Conduct a planning meeting with your staff to review objectives, staffing, setup, teardown, etc. Decide why you are exhibiting and what you want to achieve. Have some specific, measurable, targets in mind.
- Make your booth **interactive** – you want to draw people into your booth so they'll stop when they're walking by. Consider having hourly drawings or a grand prize drawing for a product or service related to your business. It introduces people to your booth and gives you a prospect list for future marketing.
- **SELL YOUR PRODUCTS!!** It's one of the features of this show that makes it unique!  
***On average, 75% of visitors to an exhibition are there to buy or plan to buy in the future.***
- **Promote** your participation in the show to your customers and prospects with a preshow marketing campaign.
- Always have a staff person in your booth. Have two people if possible to allow for breaks.
- Bring a large supply of business cards.
- Present a **professional appearance** in your booth and be sure to wear your exhibitor badge on your right side so people see it when they shake your hand.
- Take time to visit other booths and observe your competition. Also a great opportunity to **network!**
- Place tables and display units toward the back of your booth to invite traffic into your booth.
- Hand out literature that is clear and concise.
- Make a list in advance of all the items needed for your booth so you have a checklist the day of setup. Don't forget items like a hand truck, power strip, scissors, tape, pens, etc.
- Keep an **open mind** – the person that appears to show no interest might turn out to be your best customer!
- Formulate a plan for how you will **follow up** all leads. **87% of customers will purchase your business' service/product at a later date.** You will need to contact them on average six times before they convert.
- Turn off your mobile phone and focus on the visitors to your booth.
- Get **all contact details and information** you can from your prospect.
- Make eye contact and smile!
- Don't eat while in the booth.
- Listen to your prospect and sell **benefits**, not features.

***Call the Women's Show headquarters at 717-637-3831 if you have questions!***