



WEDDING EXPO TIPS

WEDDING EXPOS ARE GREAT MARKETING TOOLS FOR EVENT PROFESSIONALS. THEY'RE AN OPPORTUNITY TO GET YOUR BUSINESS IN FRONT OF HUNDREDS OF POTENTIAL CLIENTS IN A FEW HOURS. HERE ARE FIVE TIPS FOR PUTTING YOUR BEST FOOT FORWARD.

SET A GOAL

1 A goal will help you prepare for the expo. Determine what would you like to accomplish at the expo and how you want to use the opportunity to reach customers.

PLAN YOUR BOOTH DESIGN

2 Your booth is a reflection of your brand. Create an attractive and appealing open booth concept. Don't forget to use color, different elevations, and photos to tell a story that sets your business apart.

PREP AN ELEVATOR SPEECH

3 Prepare to speak to each attendee. A brief, well thought message about your brand will go a long way with making your business memorable.

PRINT MARKETING MATERIAL

4 Stock up on your latest brochures, business cards, and any brand specific promo materials. You'll want to put your information in the hands of everyone attends the expo.

BE UNIQUE BE YOU

5 Expos can be large with multiple businesses providing the same service as you. Find ways to be unique and stand out to attendees. Make a lasting impression to build your business.