

# Using Expos And Fairs To Boost Your Business

Local Expos and Fairs are a great way to get your business known, and bring in a huge amount of leads. Done right, and with the right follow up, one single Expo can send your business soaring!!

**First Things First – Where to find them!!** There are Expos for almost any reason – Bridal Expos, Business Expos, Women’s’ Expos, Holiday Expos – you name it! And the great thing – they can all be incorporated into our business! Finding out who the person-in-charge is can be a difficult task. Many large Bridal Shops put on annual expos themselves. The Chamber of Commerce is another excellent source for information on all of the local Fairs or Expos. Many cities have that information on an online calendar (Google Your City and Chamber of Commerce for more). Also, Civic Centers and Convention Centers can send you an annual list of events with contacts on request. A little research is all it takes.

**Once You Find Who To Speak With –** The next obstacle is the price. Events like these can range from \$50 to upwards of \$750. Where most can afford the \$50, \$750 is a little steep for a single consultant. Three to Four consultants is the perfect number for most Expos- even the large ones! Most Expos require a deposit, and then the rest is paid before the event. If splitting the cost with other consultants, make sure to work out all the details before the event.

**Expo Preparation –** Depending on the size of your city an Expo can bring in from 500 to 5,000 people. Ideally you want to send everyone home with something. [VistaPrint.com](http://VistaPrint.com) is a great place to make and purchase Expo Literature. Cards, postcards, magnets, etc are great to hand out to people, but you want to get their information as well. A drawing is the perfect way to get the lead information without being pushy. Have the prize displayed nicely in front of a box to put the slips in, and make sure you have plenty of lead slips. On the lead slip you need to have a place for their Name, Address, Phone, Wedding Date (if Bridal Expo) and then if they are interested in being on the mailing list, hostessing a party, or becoming a consultant. If working with several consultants, you can have each consultant make copies of the slips on different colored paper – to know whose lead is whose!

**Themed Display Tables –** At every Expo I have done, I have had a different “theme” to the table. My most successful have been the Tropical Vacation – where everything on the table was a luau theme, and when a person booked a party, they got a big floral lei. The other was a very vibrant hot pink and black table that focused on Bachelorette parties (of course done at a Bridal Expo) If your venue will allow balloons, they are a great way to add the “party” look, and add some dimension to your display. If you are in the Adult industry, never, ever display anything that requires batteries, or looks like a part of the body. You never know when there will be children at your table, and you don’t want them asking questions – it will not be a good situation.

**Dress –** At each of my Expos all of my consultants wear matching clothes – black pants, a white or hot pink Oxford shirt, and black aprons we made from a local craft store that are “Dazzled” with Jewels and our team name on them. It is very clean and classy, and everyone remembers us. From year to year, as soon as we come in, you hear “Oh, the Passion girls are here this year!!”

**Make Sure To Stay For The Entire Expo –** And stay classy through the entire event – You never know when someone is watching. Rehearse with each other about what you are going to say as people approach. It may take a little time at first, but before long you will find a rhythm with the ladies you are sharing a table with, and the show will fly by!

**Booking Parties AT The Expo –** A version of the “Book To Look” is a great way to book parties – have little gift boxes done up pretty in a big basket, and if they book a date at the Expo, they can choose a box for a goodie the night of their party. Make sure you have enough hostess packets with you, so you can hand it right to them. You may want to do a “round robin” with the consultants to keep it fair. Another great idea is to have a “Prize Wheel”, where when they book the party, they spin the wheel to see what prize they will win the night of their party. Post pictures of the prizes on the wheel, in case people do not know the names of your products.

At the end of the Expo, you can divvy the lead slips however you have agreed to. I get plastic cups, and just divvy them evenly. Call these leads within 48 hours of the event – this is crucial to follow up. A sample phone call: “Hi, Ann, this is Lynsey, we met at the Pensacola Bridal Fair on Sunday. I am one of the (Your Company) consultants that was there, and we had so much fun, we decided to offer everyone a free \*something\* for hostessing a party between now and the end of \*month\* I wanted to call you first, since you marked that you

were interested in having a party – would a weekend or weekday be better for you?” And continue with your normal booking script. Your free something can be anything you choose – keep it nice, but inexpensive – you are going to get a lot of “Yes’s!”

### **A couple more quick tips**

Good Eats – Usually Bridal Expos have tons of food, however at Business Expos, a little snack is a great way to draw a crowd! If you represent a Food Company, obviously your best sellers are good to have displayed. Pretzel sticks work great to sample dips and jams. For kid friendly companies, try making child like finger foods. Skin care companies can class up their table by displaying “spa like” munchies, like fresh fruits or cheeses and crackers.

Follow Up – No matter how much effort you put into the Expo, without proper follow up, you are missing out on a HUGE avenue for income! Pick up that 600 pound phone! These are not “cold calls” because you have met these ladies, and they have willingly given you their info.

Done right, you are going to see some amazing results from each Expo!