

Tips for a Successful Wedding Show

1. Your display is important and will be the attendee's first impression of who you are and how you run your business. Dress professionally and dress your table the same way.
2. Make your booth stand out by hanging a banner with your logo and company name.
3. Try to coordinate your décor or accent pieces with the show color- Navy Blue, to ensure an elegant and cohesive look under the tent.
4. Provide literature for attendees to take home, include price lists or sample packages. Keep your display focused and clean, not cluttered.
5. Don't assume that the attendees know all of the services you offer- be sure you are presenting all that you have to offer.
6. Hand out samples- of your food, your music, your style- this is your chance to show the bride and groom why *you* are the vendor they need.
7. Hand out promotional items with your logo and contact info- they will always remember your name.
8. Offer special discounts to people who book your services at the show.
9. Bring your calendar and be ready to talk business!
10. Have photo albums and examples of past events.
11. Resist sitting down at your booth- that does not feel inviting, engage conversation. Couples are looking for a wedding vendor that is reliable, attentive to their needs and friendly- if they are torn between two vendors, these attributes will be the deciding factor.
12. Participate in the prize drawings- you will get more exposure on the web-site, advertising, and during the show.
13. If you need assistance with ideas and resources to market your business - feel free to contact us at info@blockislandweddingshow.com.
14. Smile! And have a Good Time!