

Exhibitor Success Checklist

BEFORE THE SHOW (Pre-Show Prep)

PROMOTE YOU'RE EXHIBITING

- Post on all your social media channels (“Come see us at the Bridal Show!”)
- Email current leads and past clients
- Add bridal show info to your website and voicemail
- Mention show specials you’ll be offering

PLAN YOUR BOOTH DISPLAY

- Your booth is your first impression — make it visually on-brand and welcoming.
- Plan your branded signage, banners, samples, décor, and lighting
- Know your layout (tablecloths, backdrop, pipe and drape, props, product displays)
- Print price sheets, promo cards, business cards, and brochures
- Prepare a giveaway, raffle, or show special
- Test electronics, lighting, displays, and music

GET SALES & LEAD MATERIALS READY

- Lead forms, QR codes, iPads/tablets, clipboards, pens
- Prepare a giveaway signup or digital capture system
- Bring contracts or booking forms if you’ll take deposits onsite

PRACTICE YOUR PITCH & PREPARE STAFF

- Rehearse a 10–20 second intro
- Decide who talks, gathers info, books consultations, etc.
- Dress appropriately — branded, professional, and comfortable

LOGISTICS

- Confirm setup time, parking, and load-in details — 9:00 AM to 11:45 AM (doors open at 12 noon)
- Pack tools, scissors, clips, extension cords, HDMI cables, chargers, tape, Velcro, signage stands, promo items

DAY OF THE SHOW

STAY ACTIVE

- Leverage Social Media throughout the show day — post photos, videos, and stories to boost visibility.

ARRIVE EARLY & SET UP SMOOTHLY

- Set up your booth before attendees arrive — 9:00 AM to 11:45 AM (doors open at 12 noon)
- Test electronics, lighting, displays, and music



LOOK APPROACHABLE & ENGAGING

- Stand up, smile, and start conversations
- Avoid sitting, eating, or being on your phone
- Greet, engage, and move people into conversations or lead capture

COLLECT LEADS STRATEGICALLY

- Use QR codes, raffle entries, sign-in sheets, or tablets
- Ask qualifying questions (date, venue, services needed)
- Offer a show-only incentive to book/schedule a call

BE PREPARED TO BOOK OR SCHEDULE

- Have pricing ready
- Offer consultations or mini bookings on the spot
- Take deposits if it fits your business

NETWORK WITH OTHER VENDORS

- Exchange cards, talk collaborations, cross-promote

AFTER THE SHOW (Follow-Up & Conversion)

FOLLOW UP FAST

- Don't wait! Reach out within 24–72 hours while the show is still fresh in couples' minds.
- Upload the Excel bridal show lead list we provide to exhibitors (delivered within a couple days of the show) to your CRM or email platform for easy follow-up and tracking.
- A quick, friendly message can turn interest into bookings.
- Reference meeting them at the bridal show and personalize your message.
- Send thank-you notes, special offers, or links to schedule a consultation.

PROMOTE YOUR SHOW SPECIAL

- Remind them of your limited-time offer.
- Include testimonials, photos, or packages.

SCHEDULE CONSULTATIONS & TOURS

- Follow up with anyone who booked a call or showed interest.
- Offer easy links to schedule.

EVALUATE & IMPROVE FOR NEXT TIME

- What worked in your setup, pitch, and follow-up — and what didn't?
- Refill materials and adjust strategy for the next show.

