Exhibitor Success Checklist

BEFORE THE SHOW (Pre-Show Prep)

☐ PROMOTE YOUR PARTICIPATION

- ◯ 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 sign-up 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 of days after 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.