



Get the most out of our expo!

We are so excited to have you participate in Happily Ever Expo!

We have put together some suggestions and helpful hints to assist in making your expo experience a success! We think you will find some valuable information whether you are a seasoned exhibitor or stepping into it for the first time! As always, please feel free to reach out to our owner, Lora, by email or phone!

Before the Expo: PLAN!

Once you sign on to exhibit, start out by creating a plan. You need to know what your goals are within your exhibit on expo day. Do you want to book appointments, sell on the spot, both? Are your customers going to know what your brand is or are you going to have to introduce your product/service? Practice your elevator pitch!

Prepare your display. Do your research, see what other exhibitors have done in the past (check our social/website and use Google or Pinterest for inspiration.) Will you display signage? What materials will you get printed to hand out? Will you create a special offer? How will you gather leads? Plan every detail! Create a check list to make sure you bring everything you need on expo day.





During the Expo!

Be approachable & positive! *Make sure you smile! If you look bored, tired or cranky, potential clients will be less likely to stop by your table. Eye contact is so important! If you can catch the eye of a potential client, they are more likely to visit! Don't be on your phone (texting or talking) to pass the time in between visitors, always be available to engage in conversation with potential clients! Your attitude and the way you present yourself makes a big difference. The more comfortable you are, the better your results will be!*

Stand, don't sit! It can be a long day on your feet, but it is extremely important to greet each guest as if they are the first person you have spoken to all day! While you are standing, you give off more energy and people are more likely to flock to you.

Dress the part! Dress professionally and match the voice of your brand! If you have clothes or name tags with your company's logo, wear those. Some vendors set up and then change into their "expo" clothes to keep them neat! Make sure you feel comfortable and confident in whatever you decide to wear for the expo. Also wear shoes you feel comfortable standing in for the duration of the expo.

Don't eat at your table: No one wants to hear your pitch with your mouth full, and customers are less likely to stop by if they think they are interrupting your lunch. Plan to eat before and after the show.

Gather Leads: You will receive the leads after the expo, but do not solely rely on that. Gather the information of those that you connect with during the expo. These will become your HOT LEADS!

Network & Get Ideas: About a half hour before the first customers arrive, you will have time to walk the expo and meet other vendors. Network and build relationships! We build a community and help refer each other! Get ideas from other vendors!

After the Expo: Follow Up!

The fortune is in the follow up! The most important thing about how to make your expo experience a success is to FOLLOW UP. You have invested time and money into the expo, but it is more than just the expo you are investing in. The leads you have received play a big role. You must make an outreach plan. Are you going to follow up with each lead via email? How many times? Will you follow up via phone? A mailer? What feels right for you and your brand? Keep in the forefront of their mind and don't be afraid to follow up multiple times and again a few months down the line. Sometime it takes months to see a ROI from exhibiting in person. Please reach out if you have questions on the best ways to follow up!

Good luck!