

THE NATIONAL WOMEN'S SHOW

TIPS FOR A SUCCESSFUL WEEKEND!



www.NationalWomenShow.com

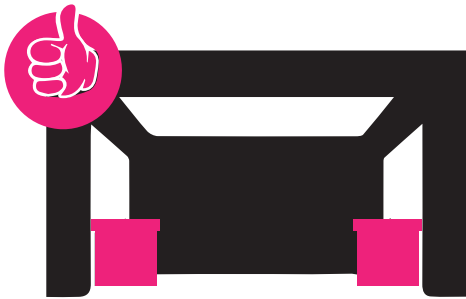
YOUR SUCCESS IS OUR SUCCESS!

As part of our commitment to your success we are happy to offer you the following pointers to ensure you have a profitable weekend.

1

Plan Your Booth Set Up

Keep the front of your booth open. Put your table along the side or back of the booth. You want your space to be inviting so attendees want to stop and talk to you.



2

Prepare How You Will Engage With Prospects

Plan an open ended question that will stimulate conversation. Be cautious of questions that either lead to a yes/no or don't provide an opening to move the conversation forward.



3

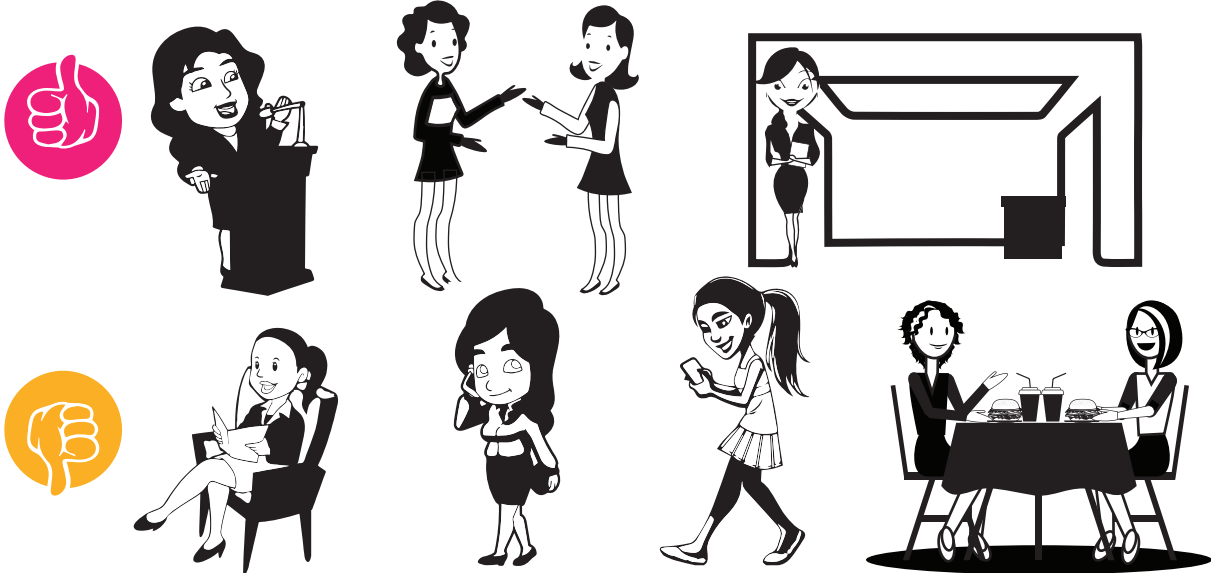
Prepare 3-4 Qualifying Questions

A big key to success in working a booth is knowing how to qualify candidates – and do it quickly. Also...have a plan to disengage with unqualified prospects quickly to ensure you spend your time with people suited to your brand.

4

Make a Great First Impression!

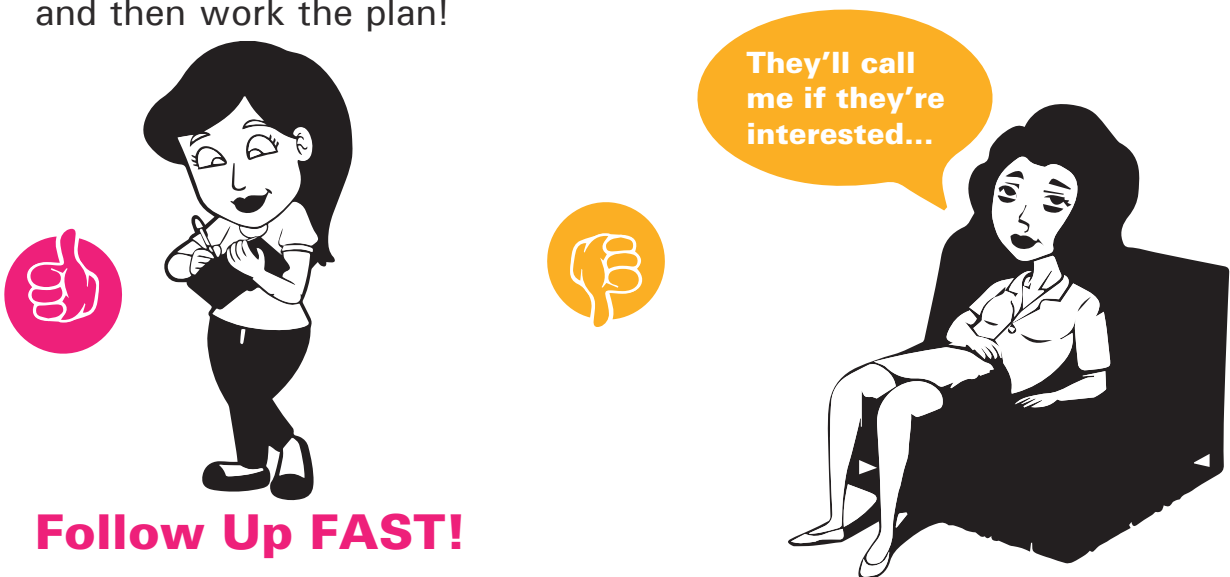
People decide when they are 30 feet away whether or not they are going to stop and talk to you. If you are sitting, eating, on the phone, standing with your arms crossed – prospects might decide you aren't interested in talking to them. Make sure that your body language is saying "please stop and learn about my business!"



5

Have a Booth Strategy!

If you are retailing at the show, we suggest you have a SHOW SPECIAL to create urgency and encourage on-the-spot sales. Having a draw for your products/services is a great way to collect contact info. Ensure your booth staff have clear expectations on their objectives for the weekend. Sell xxx per day. Collect xxx number of emails. Get xxx new social followers. Create your sales/lead generation plan before the show - and then work the plan!



6

Follow Up FAST!

The longer you wait to follow up, the longer the customer has to forget about you. Capitalize on your success at the Show by making sure you have a plan in place to follow up after the excitement created at the Show to make post Show sales and earn long term customers.

THE NATIONAL WOMEN'S SHOW

2019 - 2020 Show Schedule



30th
SHOW

OTTAWA

October 19 & 20, 2019
EY Centre

12th
SHOW

QUÉBEC

November 9 & 10, 2019
ExpoCité - Centre des foires

18th
SHOW

TORONTO

November 15 - 17, 2019
Metro Toronto Convention Centre

16th
SHOW

MONTRÉAL

March 27 - 29, 2020
Palais des congrès

31st
SHOW

OTTAWA

April 18 & 19, 2020
Shaw Centre