

The Wayland Community EXPO is an ideal way of showcasing your products and services to a large number of people, all at one location and at one time. Thorough planning is the key to your success at EXPO!

1. Market prior to EXPO !

Beginning four weeks before EXPO, invite your current customers, and your prospects, to visit you at EXPO.

Make some decisions as to what you want to accomplish at EXPO.

- Exposure
- Potential cold-calls
- EXPO visitors to come to your business address
- Do you expect to generate future business?
- How many new customers will you set as a goal?
- Promote new products or services?
- Who will be your target customer?

Make some decision as to how you will accomplish the above.

- Giveaway items
- Fishbowl for business cards
- On site raffles (gift baskets etc)
- Raffle tickets collected at EXPO - prizes award at your business
- How many face-to-face conversations do you want to have?
- How many future appointments do you want to generate?
- How do you plan to track your success?
- Remember the purpose of EXPO is exposure. This is not the venue to try to make a killing in sales. It won't happen October 4 ... but if done right should increase your future business !

3 important marketing principles:

Frequency: It takes nine impressions to move someone to buy.

Consistency: Define what your messages will be and stick with them.

Urgency: People are conditioned to act on deadlines. Create a sense of urgency by offering specials, etc. with deadlines.

2. Create an Eye-Catching Booth

Some of our best exhibits are small, inexpensive but impressive! Your exhibition booth is perceived to be a reflection of what you are like as a company. Make sure it is warm, inviting and stands out from the crowd.

Signage must be clear and simple. You have only about 10 seconds to grab the attention of visitors as they pass by. If people cannot figure out what you are selling.... they will keep on walking.

3. Promotional Materials

Don't forget to use your logo and website address!

Brochures, leaflets, pens etc. are typical promotional materials. Make sure your contact details and web address are printed on everything. Bring plenty of business cards. Wear name badges, shirts with the company logo etc. Be creative!

If you are going to use a DVD player make sure it has a loop feature built in. Promotional videos are a great way to demonstrate how your product is made or works... especially if the product is too large to bring to EXPO.

Make your information clear and concise.

4. Train your staff to market for you

You and your staff represent your company or organization. Make sure the staff at your booth are people-oriented. Brief them on what is required of them. Everyone should understand the goals, purpose of being there, what you are exhibiting and what you hope to achieve at the event.

Training, or review on how to correctly approach and interact with people, especially if you are collecting quality leads, is essential.

Business casual dress is acceptable. Everyone should be neat, clean and remember comfortable shoes. If you are truly marketing your business or organization, you will be on your feet, greeting and interacting with people, most of the day. Be enthusiastic and put a smile on your face!

5. Appealing Giveaways

EXPO visitors love to collect giveaways! It can be easy to dismiss them as a waste of money. The reality is that they do increase awareness of your company and entice people to your booth. The trick is making sure that you are giving away an item that your target audience wants. What item or product sample will appeal to your market? What will make you stand out from everyone else? .

6. Lead Follow-ups

A successful EXPO is dependent upon your skills in following up leads. To make the job easier, plan before EXPO how you are going to follow up on contacts made. Make sure you follow-up within a week or two. The longer leads are left unattended the colder they become.

If you have a retail or service business address, you want the potential customer to 1.) come to your business and 2.) you want them to return. How will you do that?

7. Have a good time!

If you have any questions, suggestions or concerns please contact Jackie at the Chamber office. We are here to help you have a positive EXPO experience!

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