

Vendors – Why Wedding Shows are Good for Your Business

Wedding Shows are fun experiences for people who want to see products and services it would take days to see in stores. They are huge information and entertainment marketplaces under one roof. Wedding shows remain the only place where the public can see, hear, touch, taste, compare and ask questions about products and services that are displayed side-by-side under one roof.

1. Wedding shows provide a lot of new prospects in a short period of time. Imagine how many potential new clients you could meet in a day.
2. Wedding shows allow you to outshine the competition on the spot! Exhibiting allows your prospects and clients to immediately comparison shop. If you really have something of value, they'll know it right away. This helps you cut down the sales cycle and outshine the competition.
3. Wedding shows allow more opportunities to demonstrate your products. Give your potential clients the hands-on opportunities so important in the sales process.
4. Wedding shows are great relationship builders with clients. Whether the attendee is already your client or one you would like to have, you have the opportunity to communicate with them in a non-pressured environment.
5. Wedding shows allow you to feel the pulse of the industry and meet up with other wedding related professionals. Find out for which products or services your prospects are looking. What are the trends of the year? Take surveys that will help you make buying decisions. Meet other wedding related service professionals and extend your networking group.
6. Wedding shows help build staff morale. When your staff has the opportunity to help your company stand out in the crowd, they feel a stronger loyalty to you. We ALL like to be on the winning team.
7. Wedding shows increase your bottom line!

Your goal is to watch your sales increase as the couples contact you after the show...ready to purchase your product or contract your service.