



Steps to successful exhibiting

# Understanding the Festival

- Demographic is mainly females 25 – 50
- Increasing number of males attending
- Approx 35% of visitors will be attending for the first time
- General spend is \$30 – \$100 per visitor
- Approx 2000 visitors per day

# Understanding the Visitors

- Most common reason for attending: interest/entertainment
- Most visitors thought prices were *cheaper* at the Festival
- Many visitors were tempted by 'show specials'
- At least half intended to visit exhibitors after the event

**Preparation: What to think about BEFORE you arrive**

# Think about your objectives

*What do you want to get out of the show?*

- Sell products or services
- Launching new products or services
- Develop or maintain customer relationships
- Create ongoing business
- Create a mailing list
- Networking

← These are some general ideas... see if you can be more specific!

*Write your own objectives down... refer to them...*

**Aesthetics: presenting yourself and your business well**

# Think about your site design

*Revisit your objectives:*

- *What image are you trying to portray?*
- *What do you want people to think about your product or service?*
- *How do you want people to feel?*

# Think about your site design

Visitors walking past need to have their:

- *Attention grabbed*
- *Curiosity aroused*
- *Personal contact encouraged*

← The people walking by are like a river... You need to somehow break the visual flow and be like an eddy in that river

*In a room full of other sites, having a **point of difference** will make a big difference to your success.*

# Think about your site design

Think about your use of

- Colour
- Images
- Lighting
- Furniture
- Layout
- Space
- Movement of people



**These are small, 2m x 1.2m sites**



**This is a large, 4m x 2.8m site**

# Think about your signage

## Attract Attention

- Use large clear lettering
- Make it easy to read
- Imagine you're walking along the aisle – where does the sign need to be to achieve great visibility?
- Does your business name say what you do? If not, consider adding other details to the sign.  
(ie. 'Michelle's Tarot' speaks largely for itself  
'Mystic Michelle' doesn't tell us what Michelle does)

# While on your site

- Dress to portray the right image – whatever that is for you
- Stand if possible – but keep relaxed
- Rest before the show, not during it
- Eat healthily, but not on your site – take breaks!  
*(If you are alone and need a break, ask us or a neighbouring exhibitor to watch your site – or put up a “back in 5 minutes” sign)*
- Drink wisely and frequently
- Smile and enjoy yourself
- Socialise before and after the event – not during

**Approach: strategies for approaching potential customers**

# Your approach

- Be positive!
- Make eye contact
- Give people time to look around without pouncing on them
- Avoid: “Can I help you?”
- Ask open questions – get some **dialogue** happening
- Where possible: make comments specific to the customer – indicate your personal interest in them  
(ie. A man says he is about to travel: offering him a crystal specific to travelling (moonstone) is better than saying, “oh, a lot of people like Jasper!”)
- People like compliments

**Ongoing Business: Methods for making the most of the future**

**The aim is not just  
to make a sale...**

**The aim is to make  
a customer**

# Ongoing business

- Collect details from people
- Sending out newsletters? have people tick a box acknowledging that they want you to receive this.
- Consider collecting details on individual pieces of paper rather than on a list – this retains the privacy of customers.  
(You can also write notes about your personal interactions, as a prompt for when you contact them after the Festival (Amazing idea!))
- You may like to offer a competition as an incentive.
- *80% of details collected at expos are never followed up on – please don't contribute to this statistic*

# **General exhibiting tips and strategies**

# What are you selling?

- Consider selling the experience or the outcome, rather than the product or service

For example, instead of selling a massage, think about selling a relaxed body and a calm state of mind. Essentially, you're reminding people about the outcome of their purchase. *This can be VERY effective.*

# Tips and Strategies

- Wear comfortable shoes and layered clothing
- Focus on your customers – not your newspaper
- Drink water – bring a bottle
- Take breaks – do not eat on your stand
- Keep your stand tidy – hide away your clutter
- Never fold your arms
- Be well rested – get an early night (we know it's hard!)
- Smile – enjoy yourself
- Exude positive energy
- If you need anything – ASK US!

# What can you do?

- We have 170 large street signs on city fences
  - We'll have a 2 page feature in The Mail
  - We'll have an ad and other mentions in The Press
  - We'll have an ad in The Box (TV insert in The Press)
  - We've booked a radio campaign on The Breeze
  - New website and facebook group...
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- You can buy a space in our feature in The Mail
  - You can provide products or services for giving away as part of our prize packs – additional exposure for you!

# Tell people about it!

- We're doing as much marketing as we can, but it's important for you to tell all of your customers and do any other marketing you can to get the word out that you'll be there.

Word of Mouth is very very effective...

*If people know you're there, they'll often hold off from spending at other sites until they've seen you.*

If you have questions that need  
answers - send us an email:  
[info@bodymindspirit.co.nz](mailto:info@bodymindspirit.co.nz)



**Q&A**