

Exhibiting for Success

Central Missouri Bridal Association

1

Make your exhibit area attractive and inviting to the customer.

2

Keep your exhibit neat and tidy at all times.

3

Be sure you have plenty of brochures and business cards.

4

Lighting can be very effective.

5

Dress up! This is an ELEGANT event. Make the Brides & Grooms-To-Be feel Special.

6

Greet your customers with a smile as they are approaching your exhibit. Invite them to look at your merchandise. Don't let them walk by. They may just be shy.

7

Be sure you have plenty of brochures and business cards.

8

Dress up! This is an ELEGANT event. Make the Brides & Grooms-To-Be feel Special.

9

Always allow yourself thirty minutes before the doors open to tidy up, relax, have a cup of coffee and get motivated to start an exciting day.

10

HAVE FUN!!!!!!!!!!