

Vendor Event Tips

SOME IDEAS FOR
MAKING YOUR
BOOTH A SUCCESS!

by

Tammy Hawksworth



Vendor Events



THINGS WE FOUND PLAYED OUT WELL, DOING AS A TEAM

1. Choose an event that matches your offering, if offering wellness products or services, try a wellness or holistic health fair.
2. Speak for your table early, gives you time for promotion, also corner booth gives more space if setting up a massage table.
3. Partner with someone else in your field, if offering services(this way you can take turns offering your service while the other person is covering the booth.
4. If offering services and you have partnered with someone, set up an free e-mail account just for your events and then set up a free calendy account using that email. Be sure you both have the login information. Offer mini sessions vs full session, a sneak peak if you will.
5. Set up your schedule for the day of event. Ex. Sat 10am-6pm, with 5 minute time increments so, they can book in anytime during the event.
6. In Calendy set up your respective service offering with booking page. You each use your own link for your service which will be used on your respective websites, on your registration page.
*We found it is best to offer just one service if you have multiple offerings. Too many gets overwhelming for people to decide.
7. Set up a registration page on your website just for this service offering that then links to your calendy page for scheduling. This automatically adds them to your email list. and makes it super easy for follow up. Add a "tag" specific for that event, so you can filter emails for that event. I use GetOling for my website hosting as they include so many features I only require a scheduler otherwise. If charging, you can have payment on registration page, or options like e-transfer or cash at your booth. I recommend the later, as not everyone will want to pay online and bypassing may not be an option, unless you have a way to select pay at event.

Vendor Events

CONTINUED



8.. Create in Canva, a QR code(this links to your booking registration page) and then create a poster with the QR code(to your booking page) for your booth for quick and easy booking at the event, they scan, go to page and fill in the info, then get redirected to scheduler and select their time.

9. Promote your event in advance. We did not have anyone pre register, however we were busy both days with booking. Once people saw one person receiving a technique, others lined up to register. If things were slow, maybe you could do your service on each other to peak interest.

10. We like a corner boot for space and rarely use a full size table for display. Think collapsible/folding shelving, a smaller table for registration.Sitting is ok, however be willing to interact. Say Hi first. Don't jump right in with offers. Have some conversation about the event. what brought them out to the event, etc., they will most likely then ask what your booth is about. That is your invitation to share what you are offering.

11. Even if I just have a brief conversation, I ask their name, shake hands, say how nice it was to meet them.(this often led to taking a business card so they could remember me)

12. I then take notes for follow up, especially if they registered for anything including a door prize so when I follow up I can add in something we discussed. Notes are brief with name and topic or two, or about service they booked and about their session.

13. Follow up within 3-4 days post event with each person who registered. Use your notes to personalize each e-mail. Be sure to include how else they can find you (your Social Medias) and maybe share one or two other things your offer or have going on. Not too much, again that would be overwhelming.

14. Have FUN!

Vendor Events

CONTINUED



I was blessed to partner with someone who was totally okay with whoever was getting sessions booked.

At first we had divided the time and found she or I would have someone interested during the other's scheduled time or vice versa. We quickly realized that was not working well and adjusted. So be willing to tweak things.

Once we opened the time up for either of us, we always had someone receiving a session. We started out with separate calendy pages. but then did not know if time was booked for other person, that is why I suggest creating one page for both offering and linking to your own webpages.



Connect with me!

I hope you find these tips helpful for your next vendor event in getting your offering out there. *I am voting your success!*

If you have any questions or tips of your own I would love hearing from you.

You can follow me on instagram [here](#)

On Clubhouse @welloiledlife for Aroma resets Monday-Fridays

On Facebook under Tammy Hawksworth or my group From Tired to Thriving

or my website at tammyhawksworth.ca

