

WOMEN'S

HEALTH AND BEAUTY EXPO

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EXPO
Vendor
Planning
Guide



Tucson Outdoor Billboard

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Show Attendee Research

Attendee Profile

- ❖ 84% are aged 25-54
- ❖ \$84,800 is the average household income.
- ❖ 97% of attendees are female.
- ❖ 52% attend with friends, 45% attend with family, 3% attend with their partner.
- ❖ 38% are professionals, 27% are administrators, 16% are stay at home mothers/spouses, 9% are small business owners, 6% are full or part-time students, 4% are retired.

Attendee Status

- ❖ 33% Married with children
- ❖ 24% Married
- ❖ 20% Single
- ❖ 17% In a relationship
- ❖ 6% Single parent



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Attendee Interests

- ❖ 60% Regularly shop for retail therapy
- ❖ 42% See a beautician
- ❖ 41% Get manicures & pedicures
- ❖ 39% Get a massage
- ❖ 33% attend a gym
- ❖ 25% Go to a salon/day spa
- ❖ 10% Workout with a personal trainer



Reasons for Attendance

- ❖ 99% To spend time with family/friends
- ❖ 97% To have an enjoyable day out
- ❖ 96% To gather information
- ❖ 93% To get ideas for personal development
- ❖ 93% To purchase from vendors
- ➡ ❖ 90% To buy gifts
- ➡ ❖ 90% To buy new fashion & women's accessories
- ➡ ❖ 89% To buy new home remodeling products/services
- ➡ ❖ 88% To buy new health and wellness products and accessories including skin care

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VISITOR PRODUCT DEMAND



79%	Food & Wine	36%	Travel
71%	Health and Wellness	36%	Education
67%	Skincare & Cosmetics	35%	Entertainment
57%	Fashion & Accessories	19%	Personal Development
56%	Home & Homewares	14%	Lifestyle/Adult Products
41%	Home Remodeling/Services	12%	Psychic Readings
40%	Jewelry	11%	Other
38%	Haircare		

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Why Vendors Participate:

- ❖ To generate brand awareness
- ❖ To make on-site sales OR take on-site orders to be shipped after the expo
- ❖ To meet face to face with local consumers
- ❖ To launch a new product or service
- ❖ To provide free samples of their product(s)
- ❖ To increase their ROI
- ❖ To recruit new team members to further grow their business
- ❖ To expand their customer base outside of their territory or locality



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EXAMPLES OF OUR TARGETED MARKETING

Our events utilize a number of marketing platforms to market to previous and NEW show attendees which may include:



RADIO



TELEVISION



OUTDOOR BILLBOARDS



E-MAIL



SOCIAL MEDIA

Eventbrite®

FREE TICKETS ON-LINE



ON-LINE EVENT CLENDARS



OUR WEB SITE & DIGITAL MEDIA

PLEASE NOTE: THIS IS NOT AN EXHAUSTIVE LIST BUT ILLUSTRATIONS OF PLATFORMS THAT WE MAY UTILIZE.

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TIPS FOR VENDORS

Do:

Do your research on the market or city the event is located in and near.

Understand the needs of the audience and create a brochure or information package describing your product and/or service.

Keep in mind that the expo does not sell your products for you, the show organizer promotes and markets the event.

You or your team sells the products and must be prepared to present information and sell product or take orders at the show.

Bring your friendliest team members.

You want high-energy, happy people in your booth. They must be well groomed and attentive. Not sitting, talking with each other, or on their cell phone or on social media chatting or on Skype.

If you can't afford to buy a custom display, be creative and make one.

Create a great exhibit by bringing posters, banners, and signs.

Bring a unique giveaway.

Every other vendor has candy. The better the giveaway, the more people who will want to stop at your booth to get one.

Gather as many contacts (e-mails) as possible from people stopping by your booth and be sure to FOLLOW-UP within one week.

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TIPS FOR VENDORS

Do: (Continued)

Be sure to send out show information ie. Show Name, Date, Time, Location and Admission Information ie. “Free Admission” to your social media followers/friends. Send out a week before the event and one or two days before the event and add any specific details and updates to your booth offerings.

Let your customer list and social media followers know you will be at the expo and so will many other vendors that are all for women interested in the show target areas: Health and Wellness, Fashion, Hair Care, Travel, Home Remodeling and Renovation, Jewelry, Entertainment etc.

Be sure to have business cards readily accessible for show attendees at your booth. You never know when someone who visited your booth and saw that you were too busy to talk at the show but might call you after the event.

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TIPS FOR VENDORS

Don't:

Leave your booth layout to the last minute

Planning your booth in plenty of time before show will be less stressful for everyone concerned and avoids many mistakes that can occur the day or set-up.

The purpose of your booth is to attract show attendees so that they can buy your products and services. Make it an open, welcoming and friendly space. Very few visitors will take the time to read, so remember that pictures say a thousand words.

Don't wait for questions

An enormous amount of time and money are put into promoting and organizing the expo and too many company representatives just sit behind a table and wait for show attendees to approach their booths. Put the table in the back of the booth, get out front, and meet your guests. Ask passing visitors to come over and view your company's products and services.

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TIPS FOR VENDORS

Don't (Continued)

Don't offer too much information

Vendors often feel compelled to give show attendees as much information as possible. They fail to ask the attendee about their needs. Do not miss important qualifying information.

Don't overcrowd the booth with people

Vendors often have too many representatives inside small booths and may intimidate show attendees. Have split shifts so representatives are fresh through the entire show.

Don't send the wrong representative

You are your ambassador of your business. Make sure you or your representatives working with or for you understand what the goals of the event are. Make sure they sell instead of just tell.

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EXPO DETAILS

Final Booth Payments Due: 60 days prior to show date

Vendor Check-In and Set-Up: 7 a.m. to 9 a.m.

Door Prizes Drop Off: 7 a.m. to 9 a.m.

Standard Show Hours: 9 a.m. to 4 p.m.

The expo may remain open after 4 p.m. If this is the case it will be communicated at the show venue. All carts and boxes must be off the show floor prior to show opening at 9 a.m.

Seminars: 10 a.m. to 3 p.m.

Seminar Length: 30-50 minutes.

Vendor Booth Disassembly: 4 p.m. to 6 p.m.

Vendors are NOT allowed due to Liability Insurance clause to have carts, boxes etc. on the show floor after 9 a.m. and prior to 4:00 p.m. Early booth closing is not permitted. The hours of the expo are communicated clearly to all vendors and show attendees. Your fellow vendors appreciate your professionalism by understanding the show hours of the expo. If you cannot fulfill this obligation we ask you to not register for the expo. THANK YOU FROM ALL THE PARTICIPATING EXPO VENDORS. Have a REAL emergency? Contact the show organizer at the expo in-person.