

# CENTRAL WASHINGTON WEDDING & EVENT EXPO

*Something to Celebrate*



## VENDOR BEST PRACTICES

### 1. HAVE A PLAN

Before the event, outline your goals and objectives for social exposure.

Consider the following questions:

- What are your overall objectives for the show?
- What message do you want to convey to attendees?
- Which social platforms yield the best ROI for your business?

### 2. UTILIZE SOCIAL MEDIA

- **Facebook, Instagram and more:** Create buzz around your exhibit by sharing sneak peeks, behind-the-scenes content, and announcements. Encourage attendees to follow your profiles and engage with your posts using event-specific hashtags.
- **Live Posting:** During the event, share real-time updates, photos, and highlights. Engage with attendees and influencers by tagging them in your posts.
- **Tag Us:** In order to increase exposure, be sure to tag the event in every post. [@CWEVENTEXPO](#)

### 3. ENGAGE ATTENDEES

- **Interactive Giveaways:** Host fun and interactive giveaways at your booth. Encourage attendees to participate by sharing their experiences on social media. For example, ask them to post a photo with your product using a specific hashtag for a chance to win.
- **Photo Opportunities:** Create eye-catching photo spots within your booth. Attendees love sharing unique and visually appealing content on social media.
- **Contests and Challenges:** Run social media contests or challenges related to your brand or product. Offer prizes for the most creative or engaging entries.
- **Discounts:** Offer an incentive to book business at the show, such as a 10% discount on services.

### 4. POST-EVENT FOLLOW-UP

- **Thank You Posts:** After the event, express gratitude to attendees via email and social media. Remind them to consider your company for future orders.
- **Event Recap:** Share a recap of your experience at the show. Highlight key moments, successful interactions, and any exciting news or product launches.

**Remember, consistency and authenticity are key. Engage with attendees genuinely and make your social media presence an extension of your brand experience. By implementing even a few of these suggestions, you are sure to yield improved results and get more return on your investment!**

## EXPO DO'S & DON'TS

**DO** keep music volume in your booth to a level that does not disturb your neighbors.

**DO** collect leads for follow up. The show is no longer providing a list of attendees (due to vendor feedback), so you are responsible for your own data collection.

**DO** provide an informational take away for attendees, even if it is just a business card.

**DO** put some effort into your booth layout/content in order to stand out. There are some AMAZING booths at this show, and you want to set yourself apart! (pics on right)

**DO** be prepared to take orders on site (calendar, paperwork, etc.) Many attendees are ready to book vendors at the show.

**DO** have a person with a food handler's permit in your booth at all times, and proof of permit if you are providing food/drink samples. Samples must be 2 oz or less

**DON'T** have any open flames in your booth. The ONLY exception is Sterno cans for keeping food warm.

**DON'T** bring in off-site food or beverages to the show. Food trucks and a coffee vendor will be onsite to meet your needs. Please support our participants!

**DON'T** use helium balloons in your booth – they are not allowed in the SunDome.

**DON'T** bring weapons of any kind (knives, guns, etc.) into the SunDome.



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