

# Health and Wellness EXPO

## Vendor Planning Guide



## WELCOME TO THE HEALTH AND WELLNESS EXPO VENDOR PLANNING GUIDE!

We are so excited to have you be a part of our upcoming shows! We want to make sure that you and your business are fully prepared and successful! Included in this Vendor Planning Guide are items for you to prepare for the show, PLUS general show information and vendor tips.

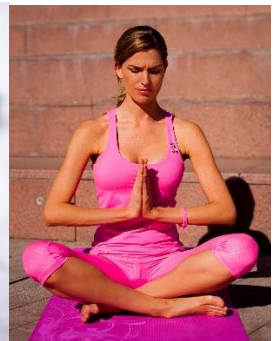
Check out our helpful tips pages to maximize your participation and boost your results. You will be upfront and center to show attendees who are attending to learn, DISCOVER, SHOP & HAVE FUN! It is very important for you to have an eye-catching table or booth and get the exposure you deserve!

### GENERAL INFORMATION

Vendor Move-In: 7:30 to 9:30 a.m.

Show Hours: 10:00 a.m. to 3:00 p.m.

Vendors must remain in their booths until the close of the show. Advance e-mails will indicate what entrance(s) are designated for move-in and move-out.





## SHOW ATTENDEE RESEARCH

- ❖ **84%** are ages 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 professionally employed
- ❖ **27%** are administrators
- ❖ **16%** are stay at home mothers/spouses
- ❖ **9%** are small business owners
- ❖ **6%** are full-time students
- ❖ **7%** are retired

## ATTENDEE STATUS

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



## ATTENDEE INTERESTS

### Attendee Interests

- 60% Regularly shop for retail products/services
- 42% See a beautician on a regular basis
- 41% Receive manicures & pedicures regularly
- 39% Receives a monthly massage
- 33% Visits a gym on a regular basis
- 25% Visits a salon/day spa on a monthly basis
- 10% Workout with a personal trainer on a regular basis

### Top Reasons for Attendance

- To Spend time with family/friends
- Have an enjoyable day out
- To gather information
- To get ideas for personal development
- To support small business owners
- To buy gifts
- To buy new fashion & women's accessories
- To buy new home remodeling products/services
- To buy new health and wellness products and services

NOTE: SURVEY INFORMATION PROVIDED BY SHOW ATTENDEES DURING PREVIOUS SHOW YEAR CYCLE



## ATTENDEE PRODUCT/SERVICES DEMAND

<b>79% Food and Wine</b>	<b>38% Home Remodeling Products</b>
<b>71% Health and Wellness</b>	<b>35% Entertainment</b>
<b>67% Skincare &amp; Cosmetics</b>	<b>19% Personal Development</b>
<b>56% Fashion &amp; Accessories</b>	<b>14% Lifestyle/Adult Products</b>
<b>40% Jewelry</b>	<b>12% Psychic Readings</b>
<b>39% Hair Care</b>	<b>11% Careers and Education</b>
<b>38% Travel</b>	<b>9% Other</b>



## Why Vendors Participate



- To generate brand awareness
- To make on-site sales OR on-site orders to be shipped after the expo
  - To meet face to face with local consumers
  - To schedule care provider post-expo appointments
    - To launch a new product or service
  - To provide free samples of their products to attendees
    - To increase their ROI
- To recruit new team members to further grow their business
  - To expand their customer/patient base



## EXAMPLES OF TARGETED MARKETING



**RADIO**



**TELEVISION**



**BILLBOARDS**



**E-MAIL**



**SOCIAL MEDIA**



**FREE TICKETS ON-LINE**



**ON-LINE CALENDARS**



**WEB SITE**



**VENDOR SOCIAL MEDIA SHARING**

NOTE: THIS IS NOT AN EXHAUSTIVE LIST BUT ILLUSTRATIONS OF MARKETING PLATFORMS THAT MAY BE APPLIED.



## TIPS FOR VENDORS

### **Do:**

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

**Understand the needs of the audience and create a brochure or information package describing your product and/or service. MUST HAVE: Business Card**

**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 or services and must be prepared to present information and sell product or take orders at the show.**

**Bring your friendliest team players. Stash the phone, ear buds etc. Be sure you are being represented 100% if YOU (THE OWNER) will NOT be present at the event.**

**You want high-energy, happy people in your booth. They must be well-groomed and attentive. Not sitting, talking or on a Facetime® call with their child at home.**

**If you cannot afford to buy a custom display, be creative and make one yourself.**

**Create a great exhibit by bringing banners, posters or signs that catch attendees’ eyes.**

**Bring a unique giveaway. Candy is NOT “unique” and is un-healthy. The better the giveaway, the more people you will attract at your booth.**

**FINALLY, the most important thing is to gather as many e-mail contact’s that showed a “sincere” interest in your product or service and be sure to FOLLOW-UP within one week.**



## Don't:

Leave your booth layout to the last minute.

Planning your booth in plenty of time before the show will be less stressful for everyone concerned and avoids many pitfalls that can occur the day of set-up. Bring some tools too ie. hammer, scissors, tape, and Velcro® are handy when needed fast!

The purpose of your booth is to attract show attendees so that they can purchase your products and/or services at the show or after the event.

Make your booth OPEN AND ACCESSIBLE meaning a table in front of your booth space can become much like a **construction road block**. If you have adequate staff a table in front may work for you but typically it's a vendor "no-no".

Very few show visitors will take the time to read, so remember that pictures and banners say a thousand words. *The expo rents pipe/drape backdrops* (see Vendor Application) to also enhance your booth and be separated from other vendors. This is your chance to shine with your banner. Keep in Mind the ideal size of a banner is 24 inches tall by 7 to 8 feet wide.

Don't wait for questions.

An enormous amount of time and money is put into promoting and organizing the expo and too many company "representatives" who are hourly employees just sit behind a table with their heads buried in their phones texting loved ones etc. Several years ago, when a large Home Services vendor was in our events, their young disinterested reps would NOT greet individuals passing their booth. This went on for over 6 or so years until well.....they were gone. Engagement is critical.

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.

You are your ambassador of the business. Make sure you or your representatives working with or for you understand what the goals of the event are. Make sure your rep is "selling" instead of just "telling".

DO NOT LEAVE THE EXPO EARLY. #1 Horrible move! The booth is already paid for by someone and #2 IT IS EXTREMELY DISRESPECTFUL TO ALL THE OTHER VENDORS. #3 ATTENDEES & VENDORS CAN POST NEGATIVE COMMENTS ABOUT SPECIFIC EARLY DEPARTING VENDORS, NOT good for your REPUTATION. #4 Also, many attending individuals cannot make it to the expo until later during the show.

## EXPO DETAILS

### **BOOTHS ARE ASSIGNED IN THE ORDER RECEIVED**

FINAL BOOTH FEES DUE:	60 DAYS PRIOR TO SHOW DATE
VENDOR CHECK-IN (Day of Show)	7:30 a.m. to 9:30 a.m.
DOOR PRIZE DROP OFF:	
STANDARD SHOW HOURS:	10:00 a.m. to 3:00 p.m.
The expo may remain open after 3 p.m.	
Seminars:	10:30 a.m. to 2:30 p.m.
Vendor Disassembly	3:00 p.m. to 5:00 p.m.

#### VENDOR BOOTH SET-UP/DISASSEMBLY:

Vendors are not allowed due to liability Insurance clause to have carts, boxes etc. on the show floor after 10:00 a.m. AND prior to 3:00 p.m. Early booth departures are NOT permitted (unless there is a fire, utility or personal emergency). The hours of the expo are communicated clearly in advance to all vendors and show attendees. Your fellow vendors appreciate your professionalism by understanding the basics, the show operating hours.

if you cannot full-fill this obligation we ask that you NOT REGISTER FOR OUR SHOW(S).  
THANK YOU FROM ALL THE PARTICIPATING VENDORS.

**WE WISH YOU THE BEST ON YOUR JOURNEY AND ARE HAPPY TO WELCOME YOU TO OUR VENDOR FAMILY!**