

10 Tips for a Successful Wellness Expo Experience



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You want to attract more visitors and maximize sales at the upcoming Wellness Expo. The better the experience your visitors have, the better the chance they remember your brand and products. These tips will improve attendees' experience, help you to engage your audience and ensure a successful event!



1) Target Audience

Plan your exhibit in terms of your audience. Who are you targeting? If it's multiple audiences, be sure you have signage and printed materials that address each market segment.

2) Spread the Message

Advertise in advance of the Expo. Invite your customers and suppliers to attend. We provide you with signage for your business on countertops and in your windows. Promote your attendance at the Expo on your website and social media accounts. When you share the event, add the link to purchase tickets: [InspireHealthMag.com/tickets](https://www.inspirehealthmag.com/tickets) Place an ad in the Expo's program to target attendees at the show. Be sure your booth number is prominently displayed on all your advertising.



3) Social Media Marketing

Post on social media. Use the Expo's hashtag to post specials you're offering during the show. Like and post on the Inspire Health Facebook page. Connect with your audience using teasers and questions. Connect with your social media followers using the ad we provide you.

4) Create an Inviting Booth

Make your booth a welcoming space where visitors can come and chat. If you have access to electricity at your booth, you might consider using interesting lighting, audio or video. Lighting, audio, video, colorful signs, banners, and posters are all great ways to attract attention and boost your professional image.



5) Make it Fun!

The Expo is having a large raffle with prizes. Of course you can share samples of your products or use a prize draw or contest to attract a crowd to your booth. When attendees register to win, you will collect valuable contact information.



6) Freebies!

Give away promotional items to visitors at your booth. Small useful things like pens or cups that are branded with your information will keep your name in front of potential customers long after the Expo is ended.



7) Actively Engage Your Visitors

Give a friendly greeting and welcome their questions. Be sure your body language is open and hospitable. For example, don't stand around with your arms crossed or sit when attendees approach. The trick is to draw your visitors in without intimidating or overwhelming them.

8) Have Plenty of Marketing Materials

A good supply of colorful flyers and brochures that describe your business and advertise Expo specials is essential. Remember to bring order forms, price sheets and business cards. Make it easy for attendees to find you after the Expo is over.



9) Stay Actively Engaged

Get off your phone or computer. Get out from behind your booth. Stand up, chat with visitors, find out what aspect of your business they're most interested in and offer specific solutions.

10) Follow Up Promptly

The old adage, "strike while the iron is hot" surely applies here. Don't let the leads you collect languish. The faster you follow up the more business you'll develop from your exhibit.

Having a successful Wellness Expo experience can require a lot of advance planning. Inspire Health magazine can help you with the details.

Print Advertising -- As an exhibitor, you receive discounted advertising rates in Inspire Health magazine's Wellness Expo issue to be published on January 15, 2020. Space is limited and deadlines are approaching but there is still time to reserve your space. Call Suzanne at 504-812-7835 or email info@ihnola.com

Expo Marketing Materials -- We will design and print your Expo marketing materials at exhibitor discounted prices. Email info@ihnola.com to order your printed products.

Expo Signage -- We can provide you with special discounted pricing on all exhibit materials. Personalized banners, posters, tablecloths, drapes. Email expo@ihnola.com and ask for details.

Promotional Products -- As advertising specialties distributors we can supply you with branded marketing giveaways for the Expo. Email info@getfoxmarketing.com for more information.



Online Advertising -- Fox Marketing will design a social media/Google advertising campaign. Email info@getfoxmarketing.com for more information.

Direct Mail Marketing -- We will design, print and mail postcards to your contacts and prospects advertising your participation in the Expo. Email info@getfoxmarketing.com for more information.

Thank you for registering as a Wellness Expo exhibitor. We want to do everything possible to insure that you have a positive and prosperous event.

Social Media Ad

We created this Facebook Ad for you to share on your social media pages inviting your customers, friends and families to visit your booth. [Click Here](#) to download the image.

Tickets can be purchased at IHNola.com

<http://inspirehealthmag.com/2020-wellness-expo/>



Name _____		January 26, 2020 11:00 AM - 6:00 PM Fleur de Lis Event Center Mandeville		
Cell # _____		Ticket Proceeds Benefit		
Email _____		<small>(Keep this ticket for expo info. Ticket will expedite entry, but not required, your name will be on a list from the raffle.)</small>		
Detach this portion and turn in with payment Must be present to win				

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To purchase tickets, register as a presenter, sponsor and/or exhibitor:

IHNola.com

To order banners, signs and other marketing materials:

985-951-2270 ext. 1210

chad@igofox.com

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**THANK
YOU**