

toddle^{about}

EXHIBITOR CHECKLIST

The 7 Essential
Elements of a Super
Successful Exhibition

Make sure you follow these 7 elements
to get the best out of exhibiting at our
Baby Show:



1. How Your Stand Stands Out

Make sure your stand is eye-catching and appealing with lots of company branding, so people remember you. You could give out something free (sweets or chocolates) or have a game or competition to drive people to your stand. It's also a great way of collecting further information about potential customers (make sure you get their permission to contact them!)

2. Prepare for Unexpected Questions

Think about unexpected questions you might get asked to avoid getting put on the spot. Will you offer sibling discounts for your activities for example? If someone buys multiple items from you, will you be able to offer them a discount? Are you able to offer something more bespoke than the standard service or product you are offering?



3. Enough Stock to Fulfill Demand

Potential customers will be wanting to purchase there and then so even if you are not bringing stock to the show (and delivering later), make sure you can comfortably fulfill orders within a reasonable time period.

4. Give a Reason to Buy, Order or Book There and Then

The best time to get a potential customer to commit is 'there and then'. What you don't want is them to like the idea of what you're offering and then go away and think about it. Think about offering a discount or free gift if they commit on the day.

5. Get to Know Your Neighbours

Find out who will be adjacent to you, what their stand design is like and what they are offering. By doing this, your stands can complement one another and you can direct your visitors to them and they can do the same for you!

6. Meet your Existing Customers

A show is a brilliant way to meet new customers before they have even bought anything from you, but your existing customers would probably love to meet you as well! Use your social media as well as any e-newsletters you send out to tell your existing client base you'll be at the show - it's always nice to see a friendly face when meeting new people all day, but you'll also be helping your fellow exhibitors by doing this too (and they'll probably do the same for you!)

7. What Next?

You may have met a huge amount of potential customers and gleaned lots of contact details, but what will you do with them? You need to have a plan in place for after the show and how to turn these leads into customers.

Send an email (if they have allowed you to do so), ideally addressed to them personally, saying how nice it was to meet them at the show and that you are happy to help if they have any further questions. Include details of your social media pages and website.

Run a social media post including photos or even a video of your time at the show using the hashtag #toddleaboutbabyshow. Instagram Reels and Facebook Stories are a great tool for extra exposure.

Who is Toddle About?

The Toddle About magazine is a local parenting magazine with many parents referring to it as their 'bible'. Toddle About is a well-established brand with hundreds of local parents subscribing to the magazine every quarter.

Toddle About specialises in the pregnancy, baby and pre-school market and works with hundreds of businesses who advertise in the magazine and online.