



# Dogwood Wine Festival



*... it's all to fight cancer !*



## Better Display Success Guide

**Wine for Cures** strongly feels that your success is related to our success and in that spirit we are offering some tips to make our time together more productive for you. **We are working to maximize your opportunity!**

We often hear how excited and successful our vendors and exhibitors are at our events. On that point, we want to increase your continued success. It's one thing to be kind to donate to our great cause, so thanks. Then quite another to offer your products and services to the public. Just throwing a display together may not be all you can do. **Just consider a few suggestions!**

## Your Booth is Your Bait

Some use fresh bait. Some use new bait. Some use old bait. Some use dead bait.

### Three Second Rule

**At a glance, in just three (3) seconds, your exhibit should tell people three things about you**  
Your Company Name \* Exactly What you do \* Best Benefit of your Product or Service



## 10 Steps to a Better Exhibit



1. Sell benefits, *not just products or services*
2. Sell your company then yourself
3. Have attractive professional signs
4. Proper in-space setting for your products
5. Don't barricade your exhibit - *open it up*
6. Create an area for conversation - *listen!*
7. Create & print, professional hand out literature
8. Add some greenery in your exhibit
9. Involve people in our exhibit, *invite them in!*
10. Build, rent, buy a full backdrop - *or a great banner*

## 7 Ways to Increase Traffic to Your Exhibit

1. Send to **ALL** Business/Personal Contacts to Promote Event:  
**Event Name Date /Time "See us at ....." link to your Website**
2. Send Press Release/Literature to Media & Prospects
3. Send Invitation to Prospects & Current Customers
4. Phone, Email & Invite Customers
5. Ad in Event Program/ Website & Social Media
6. Offer a Service/Discount/Special Demo/Gift
7. Use **Social Media** Share Event Daily - *promote*

## Shut Up and Listen!

**WOW!** That sounds harsh, *sorry*; yet, it's what we should do to make the difference. Listen to your visitors, understand their wants/needs and find **solutions** that meet those wants and needs. *It's just a conversation*; neighbors talking over the back fence. **It's well documented that people do business with persons they know and trust.**

Think about the **Home Depot secondary pitch**. **"You can do it .....we can help"** Now, that's powerful.



**Sleek and chic**

**... so here it is, lets do business**

More help: [DWF@WineForCures.org](mailto:DWF@WineForCures.org) or call 804-901-1200

**Contact Wine for Cures for assistance, today!**

