

WHY EXHIBIT AT THE NELSON PARENT AND CHILD EXPO?

Expo's offer face-to face interaction with your target audience. The visitors are pre-qualified. This delivers cost effective marketing and potential sales opportunities. No other marketing medium gets you face to face with your potential customers, at such a reasonable price, and helps you make future sales or bookings.

By having direct conversations with your potential customers, you can answer questions, demonstrate the benefits of your product or service, and increase your future customer base

If you are an online only business this is the ideal environment to establish the credibility of your product/service and/or brand

Increase your customer database

Meet others in similar businesses. This is a premium networking event to meet others in the region and nationwide.

How does my business convert stand visitors to sales and repeat business?



Ensure you take advantage of the pre-expo advertising opportunities

- Promote your attendance within your own networks
- Promote the expo only deals you may be running
- Encourage current customers to attend and meet with you

At the expo:

- Be prepared to make on the spot sales, appointments and bookings

Give customers a reason to seek your business after the expo

- Provide a special expo only offer for them to claim. Hand these out to interested customers
- Generate databases through giveaways, raffles, or sign ups on your site.
- Make sure they have a way to get in contact with you!

After-expo sales:

- The majority of sales from expos happen after the event
- Follow up on leads generated on day
- Send newsletter/information and/or phone new database generated

Repeat business:

- Customers look forward to each annual expo to reconnect with the businesses, but also to see if there are any new products or services being launched.
- Keep in contact!



Exhibiting with us?

We provide you with a listing on our **website** as part of your booking. This listing includes a visual reference (e.g. logo), contact details, and what your business will be showcasing.

Online promotion extends the reach of your business to existing and potential customers.

The nature of the internet means you can potentially be communicating with people nationwide before, during and after the event. Making your marketing investment go further.



The Nelson Parent and Child Expo also has its own **newsletter subscription** – growing in numbers every year.

As part of your booking we send through our newsletter system an introduction of exhibitors and why customers should see them at the expo.

After the expo the newsletter is also sent out with an overview of all our exhibitors for the expo with links to current contact details. Another value add on making your marketing investment go further.

The current generation of parents and parent's to be live in a **social media** world – and most access potential businesses and services through **Facebook**. Connecting with this audience has huge ongoing potential for your business and can help grow your businesses online presence.

As part of your exhibitor booking you receive a listing on our Facebook page album for exhibitor including contact details, regular “shout outs” on the Facebook page, and post expo follow up posts.



Expos are a great time to get your brand in front of existing customers and get noticed by potential customers.

So how do show bags increase your presence at the expo?

- During the event potential customers may visit your site and not get the contact information. By taking part in the show bag they have your information in hand.
- This is an excellent way to promote sales to your website, include a special offer
- Provide a sample! Everyone loves free samples! Give potential customers an lasting impression of your product and incentive to purchase more
- Show bags are a take home product. These bags provide customers with the opportunity to look through the items once at home, pass samples and information to friends and family, and take advantage of post expo specials!

From 2017
NPCE will be
using
backpacks
for show-
bags!





Keen to exhibit with the Nelson Parent and Child Expo?

Download our exhibitor booking pack now from our website

www.nelsonparentandchildexpo.co.nz or email

thecomooncollective@xtra.co.nz