The Franchise Show

TIPS FOR A SUCCESSFUL WEEKEND!

www.FranchiseShowInfo.com

YOUR SUCCESS IS OUR SUCCESS!

As part of our commitment to your success we are happy to offer you the following pointers to ensure you have a profitable weekend.

1 Plan Your Booth Set Up

Keep the front of your booth open. Put your table along the side or back of the booth. You want your space to be inviting so attendees want to stop and talk to you.

2 Prepare How You Will Engage With Prospects

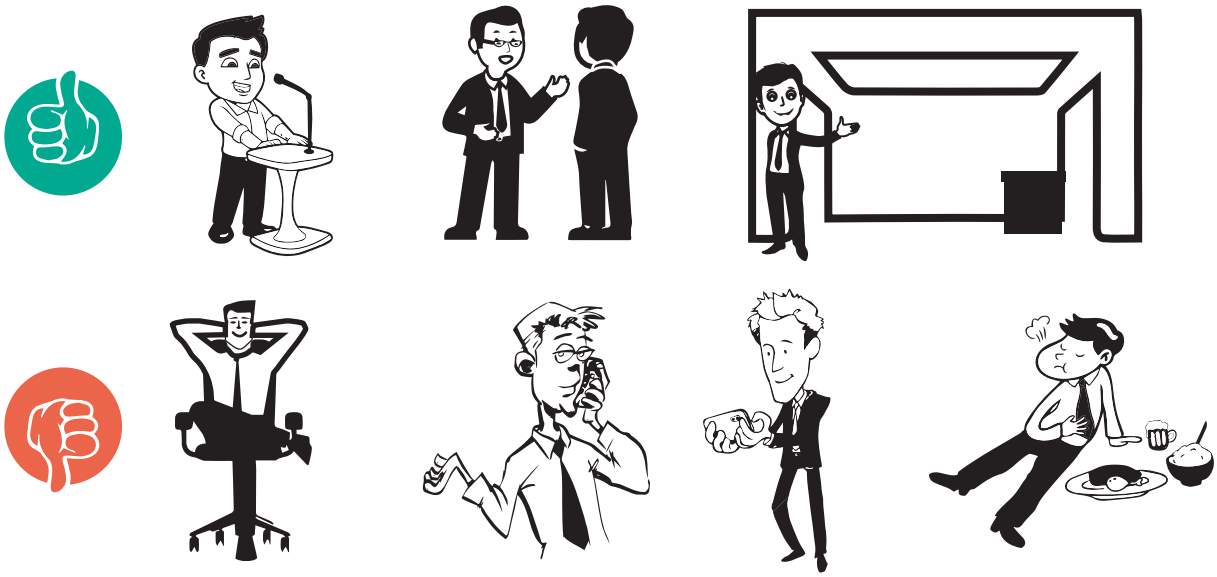
Plan an open ended question that will stimulate conversation. Be cautious of questions that either lead to a yes/no or don't provide an opening to move the conversation forward.

3 Prepare 3-4 Qualifying Questions

A big key to success in working a booth is knowing how to qualify candidates – and do it quickly. Also…have a plan to disengage with unqualified prospects quickly to ensure you spend your time with people suited to your brand.

4 Make a Great First Impression!

Prospects decide when they are 30 feet away whether or not they are going to stop and talk to you. If you are sitting, eating, on the phone, standing with your arms crossed – prospects might decide you aren't interested in talking to them. Make sure that your body language is saying "please stop and learn about my business!"



5 Create a Follow-Up Plan

Collect leads! Have a system ready to take down the contact info for all interested candidates i.e. ipad, lead slips, excel sheet. Make detailed notes so you can recap your conversation when you follow up.

6 Follow Up FAST!

The longer you wait to follow up, the longer the candidate has to forget about you. Keep in mind that the attendees likely gave their contact info to 3-4 companies. If you are the only one that doesn't follow up, you will lose the sale.

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2019 Show Schedule

U.S.

SPRING 2019

BOSTON, MA FRI. & SAT.
January 11 & 12
World Trade Center

NEW YORK / NEW JERSEY
February 16 & 17
Meadowlands Expo Center

SAN DIEGO, CA
March 2 & 3
Del Mar Fairgrounds

ORLANDO, FL
March 16 & 17
Orange County Convention Center

COLUMBUS, OH
March 30 & 31
Ohio Expo Center

VIRGINIA/ WASHINGTON D.C.
April 6 & 7
Dulles Expo Center

CHICAGO, IL
April 27 & 28
Donald E. Stephens Convention Center

HOUSTON, TX
May 18 & 19
NRG Center

FALL 2019

FT. LAUDERDALE, FL FRI. & SAT.
September 20 & 21
Broward County Convention Center

ATLANTA, GA FRI. & SAT.
October 4 & 5
Cobb Galleria

TAMPA, FL FRI. & SAT.
October 11 & 12
Tampa Convention Center

DENVER, CO FRI. & SAT.
October 25 & 26
Denver Mart

DALLAS, TX FRI. & SAT.
November 8 & 9
Dallas Market Hall

Canada

SPRING 2019

TORONTO, ON
January 12 & 13
Metro Toronto Convention Centre

MONCTON, NB
January 26 & 27
Moncton Coliseum

WINNIPEG, MB
March 9 & 10
RBC Convention Centre

MONTREAL, QC
March 30 & 31
Palais des congrès

REGINA, SK
April 6 & 7
Evraz Place

VANCOUVER, BC
April 27 & 28
Vancouver Convention Centre

FALL 2019

TORONTO, ON
September 7 & 8
The International Convention Centre

EDMONTON, AB
September 21 & 22
Shaw Conference Centre

OTTAWA, ON
October 5 & 6
EY Centre

CALGARY, AB
November 9 & 10
TELUS Convention Centre

MONTREAL, QC
November 16 & 17
Palais des congrès

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national event management

www.FranchiseShowInfo.com
www.NationalEvent.com
1-800-891-4859

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