



## Get more Expo attendees at your booth with an *Exhibitor Prize Giveaway*

The Original Wedding Expo™ fashion shows are extremely popular with our attendees, particularly for the prizes that are given away. In order to extend the excitement beyond this portion of the Expo—and encourage attendees to return to the Expo show floor—we are implementing a new prize giveaway process.

Expo exhibitors will now have an opportunity to conduct their own prize giveaways in their booths. Here's how it works:

- Participating exhibitors will promote individual prizes in their booths and encourage attendees to register to win.
- During the fashion show, each exhibitor will select a winner and will display his/her name in the booth using a tent card (provided by Chevalier Associates, Inc.).
- Once Master of Ceremonies Dave Long announces the winners of Expo Sponsor grand prizes, live on stage, he will encourage attendees to revisit the booths to learn if they have won any exhibitor prizes.

Be sure to “talk up” your prize giveaway during the Expo and keep in mind that the bigger the prize, the better chance you’ll have of increasing traffic at your booth. Please contact your Expo account representative if you would like to participate.

