

DrCelina's
Secrets for a
WINNING EXPO

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PLAN

- Soul Purpose** — Soul Purpose / Mission / Vision / Goals (**Appendix 1**)
- Select staff member or hire event coordinator** — Plan on four man hours per vendor invited.
- Select 5-7 strategic alliance partners**
- Pick a WINN1NG date**
- Secure a venue location** — You will need a venue that has power access for the vendors.

BRAND

- Determine how many vendors based on size of venue**
- Name the WINN1NG Expo**
- Hire a WINN1NG professional graphic designer to create the Expo logo and graphics**
- Select a Theme for the expo** — (**Appendix 2**)
- Collect logos, head shot and biographies of all alliance members**
- Create budget for the Expo** — The initial investment will be based on how many vendors your venue can hold and any sponsor money you will attract. Note most sponsors will want to do “contra,” take advantage of this. For example, the farmers market wanting to donate \$500 worth of food. (**Appendix 3**)
- Hire website designer (or graphic) and manager** — Will require minimum of 8 weeks management – RC full year management.
- Create Website** — **Visit: www.WellWithinHealthExpo.com**
- Create facebook event page**
- Create twitter account or use current application**
- Link all social media**
- Place event / calendar page on your business website**
- Create President’s message for website** — Use your picture, if you don’t have a professional head shot it is time to get one. Only one chance to make a first impression.

ORGANIZE

- Establish vendor fee schedule** — 3 tiers.
- Hold first alliance meeting**
- Select sponsors** — Ideal 3 to 7 \$500 or greater participation for advertising. Once you get one you leverage for the next.
- Weekly staff meetings** — All members need to have 100% involvement and be informed as to the preparation of the Expo.
- Select a feature speaker, event, local celebrity to be the draw for the event** — Don’t worry if you can’t think of one right away. Fellow chiropractors from different towns with a strong wellness message are great candidates.

CONTACTS

- ❑ **Draft a list of vendors that you would like to see at the Expo** — Should be vendors you have relationships with or would like to build relationships with. Look for opportunities to promote entrepreneurs in your practice first.
- ❑ **Call each vendor to let them know about the expo and indicate that you would like their email to forward information to them** — Keep this call very brief, you want their email not to close them on the Expo.
- ❑ **Post all alliance biographies, headshots, etc. on the website**
- ❑ **Create a vendor request data base**

ENTICE

- ❑ **Draft a benefits to the vendor letter**
- ❑ **Draft a benefit to the participant letter**
- ❑ **Place all letters on the expo website**
- ❑ **List the vendors secured before application goes out** — The alliance members, for example your clinic, anyone you have spoken that has given a %100 commitment (that means they have to have paid).
- ❑ **Send vendor application** — Make sure to include early bird benefits. **(Appendix 4)**
- ❑ **Follow up within two days to answer questions and to secure vendor sites**

ADVERTISE

- ❑ **Create professional posters** — This is where your WINNING graphic designer comes in. Have them printed professionally and do at least 200.
- ❑ **Create tickets for expo to hand out with vendor package** — Start with 1000 (plan on giving out 3-5 times as many tickets as actual participants).
- ❑ **Post posters through out town** — Anywhere that is visible and at the vendor locations that you would like to participate.
- ❑ **Meeting two with Alliance** — Create event schedule (events should include local culture, children, athletics, yoga, etc).
- ❑ **Send requests to event participation groups** — You may want to contract a booth for the cultural non-profit groups that will be performing. The clubs should pay and have it billed as the "healthiest" for scheduling.
- ❑ **Create re-usable bags for the Expo** — First year you may just want to see if there is a vendor willing to donate bags. Let them know that each participant will be getting one – free advertising.

VENUE

- ❑ **Ideally the venue site has ATM or bank machine**
- ❑ **Discuss with venue separate area for stage/platform and sound**

SELL

- Aggressive commitment to securing vendors** — The Dr. should prepare to work very hard during this week communicating the community value and anticipated success of this Expo – a little door to door and personal visit/phone call goes a very long way.
- Go to vendor businesses with application forms (Appendix 5)**
- Start listing door prizes on website** — Make sure to include what it to be donated by the alliance.

PROMOTE

- As soon as you have vendor commitment list their name on the website** — Encourage vendors to place a link to the Expo website on their social media structures.
- Have venue floor plan drafted**
- Draft press releases (Appendix 6)**
- Negotiate any media presence** — Local TV, radio, newspaper
- Filter information to school newsletters, town newsletters, county bulletins, etc.**
- Update facebook with expo details** — Start to create excitement.
- Identify group or charity that will work as volunteers at the Expo** — I like young sports teams with their uniforms to be worn at the expo for easy visibility. You will need at least 10 volunteers.

ASSIST

- How many vendors committed** — If less than %60 start to invite vendors who have large circles of community influence. No fee but they must commit to bring 50 people to the event.
- Message to the vendors** — Keep them updated and offer suggestions as to how they can promote the Expo. **(Appendix 7)**
- Meeting with individual alliance members to help with their assigned tasks** — For example: events like a fashion show, etc.
- Update website**
- Facebook anticipation creation**

PRIZES

- Secure sponsors and start to create buzz about door prizes** — See if there isn't someone in the community who would like to donate a "highly coveted door prize" like: a travel ticket, spa day, jewelry, etc. ideally greater than \$500 value, these individuals can then become major sponsors.
- Collect all of the door prizes in advance** — As the prizes get listed the anticipation gets mounted and vendors will want to participate at a greater level.
- Even the contra vendors have to donate a door prize**

PREPARE

- Prepare for food kiosks (smoothie bar, cold snacks for sale, apples for consumption)** — Free throughout the Expo halls (have 2 bowls at your locations).
- Start preparing for your Expo kiosk**
- Create the floor plan** — Ensure your booth has the highest visibility and traffic. Do not release the floor plan until the time when the vendors arrive (save yourself the aggravation).
- If you haven't done so already prepare your presentation for the Expo** — You will not have time in the next two weeks.

UPDATE

- Goal is to have a sold out venue by this point** — If you don't think outside the box and invite others.
- Continue to collect door prizes**
- Press Releases sent out** — Between Tuesday and Thursday email press releases are preferred.
- Plan vendor function food and entertainment** — Recommend getting a sponsor, RC having it at the same time as set up day before the Expo – network manifestation.
- Request “shopping bags” from the vendors**
- Create further hype on facebook**

SCHEDULE

- Create speaker schedule** — Ideally you will only have 6-8 speakers at 20 minutes each (see vendor applications). Peak speaking time is between 11 to 1pm.
- Create passport** — If you are not yet sold out wait until the last minute before sending it to print – use your gut as to how many you will print (for example, if you want 1000 attendees print 1000). **(Appendix 8)**
- Create a president's message to go onto the passport** — Your head shot and a welcome and a highlight of events).
- Secure speaker schedule and event schedule**
- Remind vendors that they can set up at (set time) and that they are invited to the vendor function**
- Will require all sponsor logos to be sent to create the passport**

GIVE

- Write the thank you cards to the vendors** — Send it to the universe.
- Email your data base with health expo info** — Two free tickets for all practice members: your gift to them (great way to reach inactives as well).
- Be generous** — If a vendor asks for more tickets, give them to them!

- Go to venue site** — Plan registration area, confirm separate room for speaker schedule, have power point available, if you need event sound or stage confirm. Address any potential problems in advance).
- Email to vendors about any necessary details and or recommendations**
- Create vendor tags**
- Create expo evaluation forms**
- Send passports to print**
- Promote, promote, promote** — Make sure each one of your attending patients receives two tickets as your gift to them for appreciating wellness.

DAY BEFORE THE EXPO Task List



- Prep vendor tables** — Thank you card, vendor tag, vendor table identification, evaluation form, passport of expo)
- Bring all door prizes to the venue** — Make sure they are secure.
- Bring all food , posters, etc. that you will need**
- Mark where speaker room is located**
- Signage for speaker schedule** — Post.
- Remember to be firm but flexible** — Vendors will ask for some crazy stuff. Remember many of them are outside their comfort zone as well (they will be stressed).
- Prep staff and volunteers as to your expectations**
- Have some FUN** — The Expo starts!

- Have a designated questions/information desk for vendor and participants** — Ideally one of the alliance partners.
- Have the volunteers briefed as to their responsibilities**
- Distribute 2 pens to each vendor site and welcome them to the wellness revolution** — Dr. should do this.
- Go to your booth and welcome 100 new wellness patients to your office**
- Do the draw for door prizes 45 minutes before the end of the day**
- Close with power** — Thank all vendors and participants for coming and celebrate next years event.
- The night of the expo send an executive summary of the success of the expo to the vendors** — How many people where through, participant testimonials, etc. Let them know that they can expect a follow up email within 4 days from you. **(Appendix 9)**

WEEK 7 & 8

- Accumulate email data from the passports into a file**
- Send the data and a closing message and offer to the vendors**
- Make the offer for early registration to the vendors** — Close them within 14 days of your WINN1NG Expo success.
- Secure early sponsors for following year**
- Secure venue site for following year**
- Send thank you cards to individuals to be recognized** — Your alliance, for example.
- Acquire testimonials (Appendix 10)**
- Take a moment to enjoy your success and KNOW that you have just made a difference in the lives of your community**

You must send me your success stories — Together we will change the world.

Also let me know what worked and didn't work for you — This is how growth occurs.