



## Ways to Maximize Your Return on Investment at the KGBX Women's Show

The KGBX Women's Show is an exclusive event that markets directly to the most qualified decision-makers in the Ozarks. By taking the time to train your booth staff, include them in your objective for this event, practice qualifying probing questions, and follow through with the leads from the event, the maximum can be obtained from your budget of both time and money.

Introduce your company's latest products or services to thousands of women in ONE day.

1. Obtain qualified leads from today's decision-makers. Build your email and phone database.
2. Promote your brand image directly to consumers.
3. Demonstrate your products or services directly to women.
4. Promote your business among other distinguished businesses.
5. Introduce new company lines.
6. Qualify new customers.
7. Distribute product samples.
8. Obtain feedback from customers.
9. Showcase your best products.

### **The components of a successful show include:**

- Establishing your objectives and the format to achieve them
- Pre-event promotion that aligns with the objective
- Design and layout of your booth to meet your specific objectives
- Coordination of the tasks, creating a lead tracking system, assigning a team captain, weekly pre-event meetings to establish confidence and comfort of the objectives
- Securing your booth location for next event
- Establishing how and when leads will be followed through
- Annual post event marketing to continue to brand what you offer to the decision makers