

## ABOUT HAIR NATION EXPO

Hair Nation Expo events are designed to unite those in and around the hair and beauty industry through education, demonstrations and live entertainment.

**VENDING  
NETWORKING  
PRESENTATION  
PROMOTION**



KERRY HINES  
**VENDING  
VICTORY**

*HAIR  
NATION  
EXPO*

*3 Big Days,  
3 Events Per  
Year*

**HAIRADIO LLC**

[www.HairNationExpo.Biz](http://www.HairNationExpo.Biz)  
**800-379-0748**



**The Showboat  
Hotel in Atlantic  
City, New Jersey**



# Learn the Secrets to Vendor Success at Events



Hair Nation Expo Vendors Are the Best Prepared Vendors

## Event Do's

- Be early – do a run by to analyze your event space. If you can do this in advance of your vending event, do so! You'll want to know the lay of the land so you'll be able to make sure you have the right items to promote at the event.
- Check the lighting, electrical outlets, Wi-Fi access, emergency exits, overnight security, investing in a lockbox
- Be Nice to Everyone! Don't be rude or obnoxious as the others have paid just as much money to have the best experience possible and deserve the same respect you expect.
- Save Up!! Come to the event with extra cash as there will always be fees and little things that you may not have anticipated like parking, food, hidden hotel fees, and that of any of your helpers.
- Participate in Hair Nation Expo's Vendors' Calls – these are weekly calls designed to respond to any questions or comments that the vendors may have, prior to coming to the show. Also, it allows for the vendors to network with each other.

## ADVERTISE YOUR BUSINESS!

Advertise in the Hair Nation Expo Event Guide .. It's a very affordable way to promote what you're doing, Your advertisement will also appear on our App that the event goers see upon purchasing their ticket or signing up to come to the event.

Hair Nation Expo has a wall behind each vendor and offers opportunities to place retractable floor banners in the center of the event floor for those walking through the exhibition hall. It's a very affordable way to help promote your business to event goers before they enter the exhibitors. Also, you'll stand out!

Hair Nation Expo offers space on the main floor at The Showboat Hotel; we will place your retractable floor banner on the main floor downstairs in the lobby area at the hotel (small fee).



Hair Nation Expo's Event Guide—Low Price Ads, Big Impact!

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## A Winning Attitude at the Event!

Make sure to include an evaluation process that effectively looks at all sides of a vending experience; do not simply look at the financial gains.

Look to measure the opportunity to connect with other experts or luminaries in your area or specific industry that you

might not otherwise be able to connect. You can be at an event and not make a dime but you meet a local reporter that will do a story about you and then you're in the newspapers. You'll quickly forget that you did not make any money at that event when that newspaper article comes out to the public. Also, you might make a dear new friend that is just priceless. We never know why things happen the way they do but they do! Look on the positive side of every business opportunity! Start maximizing your vending appearances by releasing details to the press and social media, prior to your appearance. Also, build some kind of in-event promotion; if they email you in advance that they are coming to the show; they will get a discount or gift upon arrival. Call it a "VIP Shopper" or something like that.

