



2020 EXPO VENDOR INFORMATION

SATURDAY, NOVEMBER 21, 2020 @ RIVER DRIVE CROSSFIT

WHAT TO BRING / DELIVERABLES

- Business cards (100-300)
- Tablecloth to fit a 3' x 8' table
- Items to decorate your table with
- Blog post and 30-60 second video. See examples here.
- Raffle item
- Gift bag items (200)
- Shirts for yourself, swag to hand out at your table

WHAT TO EXPECT

- A consistent stream of potential clients looking for education and connection in the birth and postpartum space.
- Bingo cards to be filled out by each attendee, in order to qualify for raffle. Ensures that each vendor is connecting with attendees consistently.
- Networking and connection with other local business owners in the Savannah area

IMPORTANT DATES

Every second Wednesday of the month: Savannah Birth & Baby Professionals Meeting

August 31: Vendor sign-up ends

September 30: Expo class schedule announced

September 30: Blog post and 30 second video due

October 14: Raffle prizes due

October 30: Giftbag items due

November 11: MANDATORY vendor meeting

November 12: Giftbag stuffing party

HOW TO GET THE MOST OUT OF YOUR EXPERIENCE

- Advertise the event on your business social media pages so it can be cross-posted
- Follow up with anyone who leaves you their contact info. Attend the Savannah Birth & Baby Professionals meeting November 11 for a deep-dive on follow-up best practices.
- Put your info or a promotional item in the giftbag: business contact information, upcoming events you're hosting, something memorable, etc.
- Attend the Savannah Birth & Baby Professional meetings to network with fellow birth pros.