

## Showcase Tips

### Your Showcase Presence

Each exhibiting company will be provided a draped table, 3 chairs, and company identification sign. Tables will be assigned in alphabetical order by company name.

While pop-up displays are strictly prohibited, we encourage suppliers to dress up their tables and show their brand's personality. Here are some ideas:

- Drape a branded tablecloth
- Choose tabletop décor that won't take up too much space or become a nuisance during meetings
- Consider providing a presentation on your tablet with beautiful destination and/or property images
- Flowers, unique destination trinkets & items that represent romance vacation experiences are encouraged
- While you are welcome to provide collateral, we strongly recommend electronic pieces

### Know Your Audience

We are excited to bring you face-to-face with a sample of North America's key performers within the romance vacation niche. In fact, many of the Advisors joining us have been recognized for being outstanding stars within the industry. With an audience of this caliber, it's important to consider their overall experience level and educational needs during your one-to-one meetings. Most importantly, this is a romance specific event, and the expectation is to discuss the business of destination weddings, honeymoons, and other romantic milestones celebrated by travel.

**Your Pitch:** Your brochure and website are great tools, but try to customize your pitch. Example: *What are unique selling propositions about your destination/property/service? What's new and exciting with your brand that will help advisors better position you with their clients?*

**Resources:** This audience will be on the front lines selling your product. *What can they share with their clients to tell the story?* We recommend providing a me general, make sure you are completely familiarized with the different package tiers, bride & groom booking benefits, popular destination wedding spots, or honeymoon must haves.


### Travel Advisor Groups

Travel Advisors attending the event will be divided into 2 groups, Group A and Group B. On the first day of One-to-One meetings you'll meet with Group A; and that afternoon, you'll meet with Group B. The following day, they'll reverse. A great way to maximize your one-to-one exchanges on the Showcase floor.

## Let Us Help You Shine

If you're unsure or have any questions, let us know how we can help!  
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## Showcase Floor & Table Examples

