



Secrets Playa Blanca | Costa Mujeres, Mexico | May 6 – 9, 2024

## 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 memory stick including property and/or destination images, maps, tips, and other information which sellers can use as a tool to help position your product. Be prepared to share key contacts from various departments (ie weddings, inside sales, incentive program contacts, inquiries, etc.). If you have an educational or specialist program, make sure to provide the educational link where advisors can sign-up for course certifications. If you're planning on handing out collateral, bring a max of 60 pieces – better yet, consider providing a QR code where advisors can access product details in real time.
- **Be Creative:** You'll want to make sure that your meeting leaves a lasting impression. Whether it's visuals or out of the box tips, make sure you have your own flair.
- **Make Sure the Right Representative is in Attendance:** Advisors will want to discuss issues that are relevant to their romance group specific business, so it's important the appropriate supplier candidate is in attendance. If you can't bring the wedding coordinator from your company, and your role in the organization is more 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 morning of Tuesday, May 7th, 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! Email Jennifer Fernandez at [Jennifer@TravelSMG.com](mailto:Jennifer@TravelSMG.com) or by telephone at 718-979-1952.