

SBBOPRO™ LLC

SALON AND BARBER BUSINESS OWNERS & PROFESSIONALS

Pre-Registration Phase:

- Research SBBOPRO Trade Shows:** Understand the specific focus of each show (Barbaverse, Business XPRO, and Natural Lifestyle) to identify which best aligns with your brand.
- Contact SBBOPRO:** Reach out for initial discussions and to get a vendor information packet.
- Budget Planning:** Factor in the cost of the virtual booth, sponsorship opportunities, and any additional features you'd like to include.
- Read Terms & Conditions:** Thoroughly read the terms and conditions for participation.
- Complete Registration:** Fill in the online registration form and make any necessary payments to secure your spot.

Preparation Phase:

- Design Your Virtual Booth:**
 - Logo
 - Banner Images
 - Product Demos (videos)
 - Brochures (PDFs)
- Promotional Content:** Prepare blog posts, press releases, or social media campaigns announcing your participation.
- Inventory Check:** Ensure you have adequate stock if you intend to make on-the-spot sales during the event.
- Staff Training:** Brief your team members on the tools they'll be using to interact with visitors.
- Practice Runs:** Perform at least one mock setup to familiarize yourself with the virtual environment.

During the Event:

- Technical Setup:** Ensure your computer, software, and internet connection are fully operational.
- Be Active:** Engage with attendees through chat features, video calls, or other interactive tools.
- Capture Leads:** Utilize lead capture tools to save visitor information for post-event follow-up.
- Manage Your Booth:** Keep your virtual space updated with the most current information and offers.
- Analytics:** Monitor real-time analytics to gauge visitor engagement.

Post-Event:

- Debrief:** Hold a team meeting to discuss what worked well and what could be improved.
- Lead Follow-Up:** Contact the leads you captured during the event.
- Review Analytics:** Study the data collected to assess ROI.

- Event Survey:** Consider filling out the post-event survey from SBBOPRO to offer your feedback.
- Plan for Next Time:** Look into future SBBOPRO trade shows and start planning your next participation.