

5 Helpful Heartland Tips

For Exhibitors

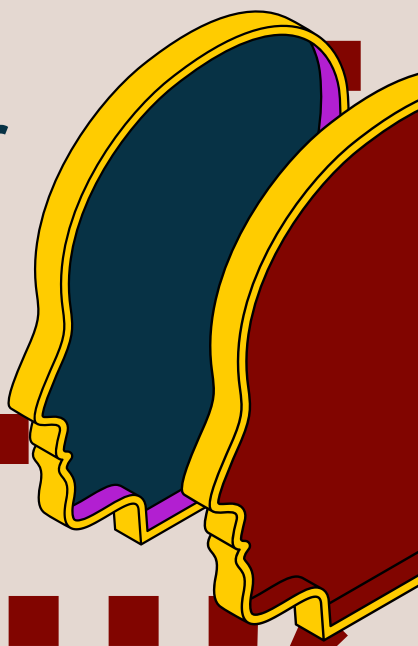
1. Plan your day



Review the showcase schedule and highlight exhibitor events of interest. Make sure to arrange your travel plans so you don't miss any of the excitement. For example, on Friday, leave time to set up your booth and attend both the Education Session and the Exhibitor Orientation. Primary and Booth Share exhibitors, you don't want to miss the Four-Minute Meet for the chance to make additional connections. All scheduled events are designed to help you get the most from your Heartland Travel Showcase experience, so plan your day to maximize your time.

2. Listen to learn

During your appointments, listen closely to the tour operator and take good notes. This will help you clearly understand what the tour operator is looking for and what it will take to bring groups to your destination, attraction, restaurant or hotel. Remember to be professional, respectful, and ready to work with operators to maximize their group tour experience.



3. Do your homework

Maximize your time in appointments by doing research on each tour operator on your schedule before attending Heartland. Check their website to see what tours are scheduled for your destination and the dates of those tours.



Search your CRM system to see if the tour operator is in your database to view booking history and look over past notes. Reach out to your conventions and visitors bureau to see what details they have on your schedule of tour operators. Use this information to craft solid questions for your appointments and build your sale-closing strategy.

4. Make connections

Heartland is the perfect place for networking. If you use your time wisely, and make it a priority to meet new professionals in the industry, you may just make some new friends. Some of the best connections come from the meal functions, so try to sit at a table with unfamiliar faces. Use the meal functions as an opportunity to learn, build new relationships, exchange business cards and make the most of your Heartland Travel Showcase experience.



5. Follow up to close

If you agree to provide follow-up information, make sure you send the details when you return to the office. The follow-up is just as important as the appointment to closing the sale. Place all your contacts and notes in your CRM system to continue to move the tour operator through the sales funnel and for future reference. Remember, your outreach doesn't end with Heartland Travel Showcase. You need a plan with continuous outreach to go from an appointment to a sale.

