

BCB

BAR CONVENT

BROOKLYN

BCB Brooklyn 2026

Exhibitor Webinar

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RX In the business of
building businesses





Key Topics



Show Preparation and Logistics



Getting Your Team Ready & Pre-Show Marketing



At Show Experience and Connecting with Customers



Post Show Follow Ups





Logistics



Compliance



Complimentary Mixers



Operational Final Needs & Shipping/Delivery



Move-in/Move-out Details



Exhibitor Hub & Lead Capture Services



Customer Invitation Program



Registration

Compliance, Complimentary Products, and Operational Needs

Compliance Deadlines

- COLA – May 18th
- Marketing Permit – May 18th
- NY Distributor – May 18th
- Certificate of Insurance – June 1st

Complimentary Products

- Vermouth, Mixers, Bitters, Garnishes, and Purees are available through our sponsors
- Deadline to order these is May 12th

Operational Needs

- Shipping Labels (to Warehouse or to Show Site), Inbound/Outbound Shipping Form
 - Warehouse cannot accept product
- Labor and install/dismantle
- FB International Ordering Portal (furnishings, electrical, graphics) - Deadline is May 11th
- Move-in/Move-out
 - Move-in is Sunday, June 7 and Monday, June 8 from 8am-4pm
 - Move-out begins Wednesday, June 10 from 7:01pm-10pm and Thursday, June 11 from 8am-12pm. Everything must be out of the venue by noon on Thursday.
- *All product and valuables must be removed from the venue on June 10*

Helpful Links

- Exhibitor Manual - [BCB Brooklyn Exhibitor Manual](#)
- Ordering Portal - [BCB Brooklyn Ordering Portal](#)
- NY State Liquor Authority Permits - [Permits Available Online | Liquor Authority](#)
- Complimentary products
 - [Mixer Order Form](#)
 - [Bitters Order Form](#)
 - [Vermouth Order Form](#)
 - [Garnish Order Form](#)
 - [Puree Order Form](#)

Exhibitor Hub/Lead Capture Services, Registration, and Customer Invites

Exhibitor Hub and Lead Capture

- Exhibitor Hub is where you will edit your profile, register your team, invite your customers, submit your compliance documents, and get your lead information
- Lead Manager app is available for download in the 'Lead Capture Services' tile
 - Your company access code will live here
 - Access code can be used for everyone in your company
 - Leads are available for download after each day of the show

Registration

- Found in the 'Badges and Participants' tile in the Exhibitor Hub

Customer Invites

- Found in 'Invite Manager' tile in Exhibitor Hub
- Three invites included for every booth
 - 1 for Tuesday, 1 for Wednesday, 1 for both days
- Can purchase more through Invite Manager

Helpful Links and Tips

- Exhibitor Hub login - [BCB Exhibitor Hub](#)
- Customer invites are very valuable – they will give your customers a complimentary ticket on your behalf
- If you know who your exhibiting team will be, please don't wait to register!



Team Preparation

Choosing your Team



Customers will judge you by how they see you and **how your team interacts**



Choose staff based on type of **customers you want**; think about image you want to project



If possible, staff your booth with **experienced** people from **sales and marketing**



Set **team targets** for objectives; incentivize



Define your **staff roles**, including who greets, who qualifies leads, and who closes





Team Preparation

Training Booth Staff

Create FAQs and share with the team

Practice

- 15-second elevator pitch
- Role-play qualifying conversations

Instead of asking customers “Can I help you,” train your staff to ask:

- What brought you to the show today?
- What are you hoping to find here?
- Are you exploring or actively solving something?

Not every customer will need an in-depth discussion. Qualify leads quickly by asking:

- Is this something you're responsible for?
- Is this a current priority or future planning?

Be confident your team is ready



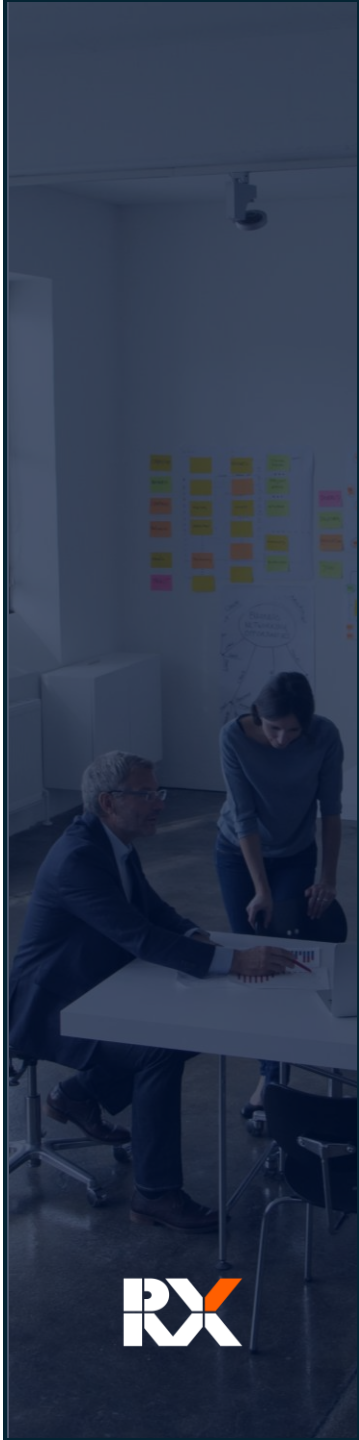
Pre-Show Marketing

Lining Up Critical Meetings

Personally invite your top 20 prospects for 1:1 meetings during the show.

This is a unique opportunity to meet with your key targets and existing customers face to face in a cost-effective way.

- 01 Communicate Value**
Discuss how the meeting will be valuable for them and address potential needs for their business.
- 02 Pre-Schedule Meetings**
Give your prospects multiple options for meeting and your willingness to meet at their location of choice.
- 03 Line Up Your Team**
Determine the specific people who should be in each meeting and assign their roles in the discussion.
- 04 Follow-Up**
Confirm calendar invites and send reminders out 24 hours before each meeting. If you have a no show, immediately offer a new time.



Pre-Show Marketing

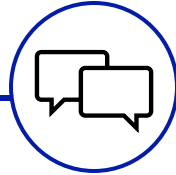
Lining Up Critical Meetings



Email

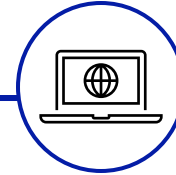
Email with show banner and messaging about your participation:

- Announcement (3-4 weeks out)
- Reminder (1 week out)
- Last call (1-2 days before)



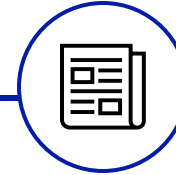
Social

Update your LinkedIn and other social profiles to include a message that urges them to visit you on your booth. Add a tagline and hashtag to posts highlighting your participation and booth number.



Website

Update your home page to mention your participation along with a link to a press release or separate page that covers your participation.



Presence

Sponsor a speaker or reception that closely aligns with your product offering, become a digital sponsor, or advertise with trade publications who will cover the show.

**Always include your booth number and link to your exhibitor profile.
Be sure to mention any demos, offers or new products you are releasing**



At Show



Customer Engagement

Booth Communication



Establish a “Greeting Team”

Put your most outgoing team members at the front to welcome customers, provide product overviews, and evaluate lead quality



Use experts at the right time

Dedicate your experts to sit down meetings. Be prepared for different customer types and have experts lined up based on customer.



Staff your booth at all times

Don't ever leave the booth empty. Make sure that your schedules covers and meetings, and be ready to handle last minute changes.



Be an active listener

Ask as open-ended questions about their needs. Summarize what you hear from customers back to them



Be vigilant on body language

Customers are looking for positive experiences. Smile and be welcoming while avoiding looking concerned or upset.



Reinforce behaviors

Remind team on behavior guidelines every day before the show opens.

Customer Engagement

Dos and Don'ts

PROS



Stand at the front of the booth



Greet people within 5 seconds



Ask open-ended questions



Listen more than you talk



Use simple, clear messaging



Capture notes with every lead



Thank people for stopping by



Follow-up within 48-72 hours



CONS



Sit behind a table



Use phones, laptops, or eat in the booth



Cluster with coworkers and chat



Wait for attendees to approach



Pitch everyone the same way



Over-qualify or interrogate



Argue, complain, or vent on show floor



Leave leads unassigned or without notes

Customer Engagement

In Show Marketing and Outreach

Communicate during the show

Cover any major announcements, deals with partners, new product features, special offers.

Leverage your social network

Post booth photos. Share live demos. Cover important topics at the show. Connect with the show hashtags.

Involve your partners

Tag partners and the show. Encourage visitors to post/tag you. Capture photos at partner booths.



Post-Show



Follow-up Approach

Follow-up within 48 hours

- Call hot leads first (same day if possible)

Send a personalized email

- Reference specific conversation point
- Include clear next step (demo, quote, call)
- Deliver more than expected with ideas or demos

Be bold with next steps

- Avoid "let me know when you'd like to catch up." Instead, ask "How's Tuesday at 2pm?"



4-5 Rating

- Set-up follow-up call a few days after the show
- Minimum: Get decision maker contact details, connect on LinkedIn, and call next day

3 Rating

- Call up and ask when get back in touch
- Ask if can include in your marketing communications

1-2 Rating

- Decide if want to add to campaigns
- Don't spend too much time chasing these leads



Follow-up Frequency

It takes time to build trust and close deal

- Only 10% of salespeople make more than 3 contacts after a show
- Only 5% of sales are made by 3rd contact
- It takes 5-12 touchpoints to convert 80% of leads into sales

Follow-up again and again

- Continue to ask open ended questions
- Use calls to learn how your customer's needs may have changed
- Set specific times whenever possible to work on the deal



Leveraging Learnings

Review and Planning

Internal Debrief

What worked?

- Booth traffic quality
- Messaging effectiveness
- Staff performance

What to improve next time?

- Booth design changes
- Pre-show marketing adjustments


Metrics that Matter

Cost per lead

Meetings booked

Pipeline generated

Revenue closed (90–180 days)



Q&A



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