

Promo Code training

Our ticket marketing program was developed almost 30 yrs ago. It has evolved over the years to what it is today but is still the same concept that it started as. We did it to keep the costs of the shows down and offer maximum returns to our exhibiting partners.

When the Wellness Expo started and we did traditional marketing through radio , tv, bus boards and papers, we would b invest up to 30,000 dollars to get seen. In truth it never made us any money, the returns rarely covered the cost of ads we bought let alone bring in new revenue and brought people to make this show stand out. The Term Wellness was not even used yet. It was so long ago that our neighbouring office in the EBC was a web developer, and they wanted us to have a Web page. I shot them down for months because I couldn't see the value of the web page. In the end, they built the first Wellness Expo page for us and registered www.wellnessexpo.com.

So proud they were of their accomplishments you couldn't keep them from jumping up and down as they told us we were the fourth website in the world to be a Wellness related domain. I of course laughed at this and questioned them about the whole world thing. I figured Manitoba would be good enough.

When we realized the shift in media dynamics it wasn't long before I started to use my training as a marketer and sales trainer to come up with the new plan.

It was an exhibitor led program where we allowed each company to be part of the success of the show by allowing them to each bring their "people" to the event. I gave each 100 tickets thinking that if they are in business, they must have at least 100 friends, family or customers. Who wouldn't want a complimentary pass to this amazing show. If we had 100 exhibitors and they each brought 100 people, we should have 10,000 people attended. What happened was great but not as expected. The first year, our advertising dropped from about 25,000 dollars to just about \$ 3,000. In the end our attendance was double the year before but not 100%. We persisted and grew year after year. We never achieved 100 % return, but we were able to attain a 20 – 30% return for many years. As the show grew, we realized that if we wanted more people, we needed to give away more tickets. We moved the show to a bigger hall and added more booths which meant more people sharing tickets. We eventually maxed out at 30,000 tickets per year in Winnipeg. BY 2015 we were at nearly 6000 people in three days. We made the show bigger, more booths, more tickets and eventually got kicked out of our old room at RBC because we were in violation of Fire Marshall rules. It was all going as planned till 202. No need to discuss this, we all took a hit. For us it was almost devastating. No revenue or wages for three plus years. No place to hold a show, then when I t came back, no one wanted to do a face-to-face show for a while.

BY 2023, we started back but a 60% drop in exhibitors. We had to start all over after 27 years. Now looking at the growth and return of past vendors and whole new crop of new faces, we moved forward. The challenges with the new faces were that no one knew the value of our ticket program and how we are different than any other show in North America.

We not only had to rebuild our show but had to educate all new companies who have never been a part of this type of program. Our cost skyrocketed in the last 10 years and even faster post covid. All other big national shows are all charging 19.00 per foot to 30.00 per ft for space. Our vendors couldn't afford this. We couldn't afford to not have our exhibitors, so we had to put a big push on our ticket program again to get number back to where they belong. You see we ran under an old mantra I was taught many decades ago. "People Support What They Help Create". We went back to basics and worked to educate our vendors to be better at managing event sales, realizing that if we didn't do what we do, our booth prices would hit 20.00 per ft. or \$2,000 per booth easily and rule most of you out of the market completely.

So we determined that if we want to succeed in this market moving forward, we need to evolve. We went from paper tickets to online codes and opened the door to thousands of new client prospects that ever before and all for less than the cost of an in the daily newspaper. I know, no one remembers newspapers, but they were the staple for generations.

Now online direct marketing is faster, more direct, targeted and gets us the best value for our money we can get. You all get to play in a nationally recognized show for a bit more than a local market but less than any other show and if all works, our attendance is higher, sales are greater and brand awareness is growing faster.

So, with this description under our belt, I wanted to share the blueprint for how to maximize your opportunities for success in the Wellness Expo and all shows for that matter using today's technology and our programs for success.

In the following pages you will see what social media can do for you, and a step-by-step plan for how to use a simple tool to ensure you are never bored in our events.

Welcome to the world of The Promo Code.

Our promo codes allow you, our exhibiting partners the opportunity to share your growth and build your brand with anyone that has a computer, phone or electronic device by email, social media and web posts for thousands of dollars less than traditional advertising of a few decades ago.

If we all play just a small part in the promotion of the show, by just promoting your own business but sharing in the entire wellness market for way more than what you can do on your own. Think of it a new world Clairol commercial. We tell two friends who tell two friends who tell two friends etc. Before you know it, we have thousands of people flocking to come see what the hype is about. But unlike people or companies who try this alone, we are doing it as a network of specialized professionals promoting one common cause.

We all need to promote ourselves and offer the opportunity for people we connect with to come and take in the event of the year because you asked them to and paid for their ticket.

Constructional outline for social media – Read first then go to COPY / PASTE Facebook Post

PURPOSE of Social post for Passes (OPEN)

- Not about selling tickets
- About getting the **right people to your booth**

- Invite vs advertise

PROMO CODES (PLAIN ENGLISH)

- Give value
- Make it easy
- Track results
- Permission to invite - You're not selling — you're hosting."

FACEBOOK POST – ORDER

1. Photo first – *Choose a good photo to represent your product or service being featured*
2. Paste text – *Paste text from our template as is*
3. Edit brackets – *Make sure to edit all sections I brackets to suite your specific company and products*
4. Add link + promo code - *use the link we provide to get to our ticket page exactly as printed*
5. Post – *Once confirmed data is edited... Post your add*

Note: "If you do it in this order, Facebook algorithm and bots behave."

POST STRUCTURE

- Problem / desire – *Describe briefly what challenge you are addressing with the featured product or service*
- What you do – *Describe briefly what they expect to achieve from said product or service*
- Why in-person matters – *Invite to come taste, touch, experience the product or service. Should be emotional response*
- Where & when – *Detail W% - Who, what, When, Where, Why (already described above)*
- Oh... BTW gift – *This line is the subtle CTA or call to action. Copy and paste our example as written with only modifications as =your booth number and actual promo code*

THIS IS / THIS ISN'T

- **IS:** your company post (Yes)
- **NOT:** a Wellness Expo ad (NO)

WHERE TO FIND YOU

- Event name
- Dates / times
- Venue
- **Booth # (if known)**

Important note: If posting about the wellness expo and your part in the event, please go to :

<https://www.facebook.com/HealthandWellnessExposOfCanada> and follow our page so all your posts will be seen on our groups. We will in turn follow your page and grow our Wellness network.

COPY / PASTE FACEBOOK POST TEMPLATE

(Company-first · Plain text · Facebook-safe)

◆ [EXPERIENCE / RESULT THEY DELIVER] — IN PERSON

If you've been looking for [PRIMARY BENEFIT OR PROBLEM YOU SOLVE], this is a great opportunity to experience [PRODUCT / SERVICE NAME] in person and ask real questions.

We help people [SIMPLE OUTCOME — plain English], and for two days only, you can see, try, and experience what we do — live.

◆ WHY IN-PERSON MATTERS

There's a big difference between reading about something online and actually **experiencing it for yourself**.

We'll be on site demonstrating [WHAT THEY WILL SEE / TRY / LEARN] and walking you through how it works and who it's best for.

No pressure. Just real conversations.

◆ WHERE TO FIND US

You'll find us at the

Winnipeg Health & Wellness Expo

📍 RBC Convention Centre

📅 February 14–15

🕒 Show hours: [INSERT SHOW TIMES]

📌 Booth #: [INSERT BOOTH NUMBER]

Oh... by the way — tickets to the show are normally \$12 at the door or online, but for the next few days you can access complimentary passes, courtesy of [YOUR COMPANY NAME], and come as our guest.

👉 Go to: <https://www.universe.com/ww26>

👉 Enter promo code:

[INSERT PROMO CODE HERE]

We'd love to meet you in person.

END – COPY / PASTE AS IS

Be the first to comment on your post -

We put this in the first comment, not the post itself, so the invitation feels natural — not salesy.”

#1 is my personal choice.

FIRST COMMENT – SHARE INVITE (OPTIONS)

Option A — Education-First (my top pick)

If you're planning to take advantage of this offer and know someone who might also be interested in learning more about **[BENEFIT / RESULT]**, feel free to share this with them or tag **one or two people you know** so they can come and experience it as well.

This avoids:

- *Fake tags*
 - *Algorithm penalties*
 - *Awkward social moments*
- Other first tag word options

Option B — Bring-a-Friend (very human)

If you're planning to come and know someone who would enjoy learning more about **[PRODUCT / SERVICE]**, feel free to share this post and invite them to come along with you.

Option C — Value-Driven (slightly stronger)

If this is helpful for you, there's a good chance it could be helpful for someone you know as well — feel free to share this so they can come and experience it in person.

Option D — Community-Oriented (gentle, generous)

We believe good information is meant to be shared. If you know someone who might benefit from learning more about **[BENEFIT]**, feel free to pass this along and invite them to join you.

First comment tags: Should I or shouldn't I

Is tagging recommended?

Yes — selectively.

Think **relevance overreach**.

You're not trying to notify *everyone*.

You're trying to notify the **right few**.

👍 **WHEN tagging works best**

Recommend tagging **1–3 max**, and only if:

- They are **related businesses**
(partners, suppliers, collaborators)
- They are **people or businesses already in conversation**
- They make sense in context
("you might find this useful")

Example scenarios:

- A wellness practitioner tagging a gym, yoga studio, or nutrition store
- A product vendor tagging a retailer that carries their product
- A local partner who serves the same audience

BONUS...

Using AI – How and Why this prompt helps *non-AI* people

Everyone talks about AI but most use it like google to answer simple questions. It does this well, but so does Google, Gemini, and other AI sources. The best success come from the way you define your needs, this is called "prompts". The better and more descriptive your prompt is, the better and more accurate your response will be. Speak to Ai and describe what you want like you are talking to an inquisitive 6 year old. This is the key insight you've already built in:

- You are not "talking to AI"
- You are **filling in a form**
- The thinking is already done
- They don't have to be creative or technical

If you use the correct prompt (like our sample) You've removed:

- Fear of saying the "wrong thing"
- Fear of breaking something
- Fear of sounding dumb

On the next page I have created the prompt you need to use to get the exact copy you need for your company post inclusive of emojis and highlighted areas.

See next page for COPY /PASTE prompt for Facebook post.

AI Prompt sample:

FINAL, SAFE VERSION OF THE VENDOR PROMPT

(This is the one you send in the follow-up email)

Prompt: Copy, Paste, Edit for personal details in bracketed areas

Write a simple Facebook post ready approved and optimized for my business that invites people to come experience my product or service in person for a very limited time.

This post must be written about **my business {place company Name here}**, not as an event advertisement.

Please use the **official event details exactly as written below**, which I have copied from the Winnipeg Wellness Expo website at <https://www.wellnessexpo.com/winnipeg-wellness-event-information>. Do not change them.

Official Event Details (paste from site):

- Event name: [PASTE EXACT NAME]
- Dates: [PASTE]
- Location / venue: [PASTE]
- City: Winnipeg
- Show hours (if listed): [PASTE]

Additional requirements:

- **Ask me for details you need to create a short summary** of what I will be featuring and what people can expect from us at the wellness Expo.
- Focus first on the problem I solve or result I help people achieve
- Explain briefly why experiencing this in person is valuable
- Mention that this is available for two days only
- Include my booth number
- Near the end, include one sentence that says the following:
Oh... by the way — tickets to the show are normally \$12 at the door or online, but for the next few days you can access complimentary passes, courtesy of [YOUR COMPANY NAME], and come as our guest.

👉 Go to: <https://www.universe.com/ww26>

👉 Enter promo code:

[INSERT PROMO CODE HERE]

We'd love to meet you in person.

- Keep the tone friendly, conversational, and non-salesy
- Plain text only

My business information: (Summary)

- Business name: [INSERT]
- Product or service: [INSERT]
- Main benefit or result: [INSERT]
- What people can see or experience in person: [INSERT]
- Booth number: [INSERT]

Write the post so I can copy, paste, add a photo, and post it on Facebook.

- End of prompt -

Why this protects you

- ✓ No wrong dates
 - ✓ No wrong venue
 - ✓ No “AI guessed wrong” issues
 - ✓ Consistent messaging across vendors
 - ✓ You stay the source of truth
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This is exactly how you introduce AI *without* losing control of your event messaging.

Good Luck with your promotions. I am looking forward