

How to Get More Patients from Health Fairs


Print this list to help you meet your goals for your next health fair.

Bring to the Fair

- Cards/Brochures
- Your office schedule, either on your smartphone or paper schedule
- Jar and printed , cut up raffle entry forms to collect emails for newsletter
(Download the printable raffle entry forms)
- Something for people to read or watch (Pick at least one):
 - Poster
 - Plastic sign stands with brief information
 - Laptop with PowerPoint or educational DVD
- Something free and fun to give away (Pick one): Candy , fruit, other
- Logo items (Optional): pens, notepads, reusable grocery bags, etc.
- Something interactive like a game (Optional)
- Your item for the raffle, with your card and brochure attached
- Sign, tablecloth and/or banner

To Do Before the Fair:

- Call the fair host to ask about expected number of visitors.
- Social media:
 - 3-4 weeks ahead, post on your social media accounts that you'll be attending the event. Include the time, location and invite people to visit you at the fair.
 - Every day for 3 days before the fair, post reminders on your social media.
- Send an email to your subscribers to let them know you'll be at the event.
- Print and cut up raffle entry forms.
- Choose a raffle item and package it with your card, brochure, etc.



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To Do During the Fair:

- Say hello to people who walk by your table. Ask if they've ever had acupuncture.
- Introduce yourself to the other vendors. Ask for their cards. Give them yours.

To Do After the Fair:

- Thank the host of the fair before you leave and send a follow-up card.
- Follow up with any other contacts you made at the fair. Send "Nice to meet you" cards to the other vendors.
- Send out a "Welcome" email newsletter to everyone who joined your newsletter list through the raffle.
- Let the winner of your raffle prize know that they won.

What kind of fairs should I look for?

I recommend small, local health fairs that cost less than \$100 to attend. I've found that huge "health expos" or other large, expensive events don't have a good ROI because my table gets lost among all the other vendors, I don't have enough time to interact with people on a personal level, and many people at large events are only there to collect free giveaway items. At small local fairs, however, my table stands out and I have the time to interact in a sincere way with everyone who says hello.

Do I need to push for the hard sale at health fairs?

I'm a big advocate of collecting people's emails during health fairs. This way you can nurture them through your email marketing and allow them to get to know you over time. If you do this, there's also less pressure to push people to sign up for an appointment right when you meet them at the health fair. At this point they're a cold lead, and it can be a hard sell. But if you collect their email instead, you have a chance to build a relationship with them through your email marketing.