

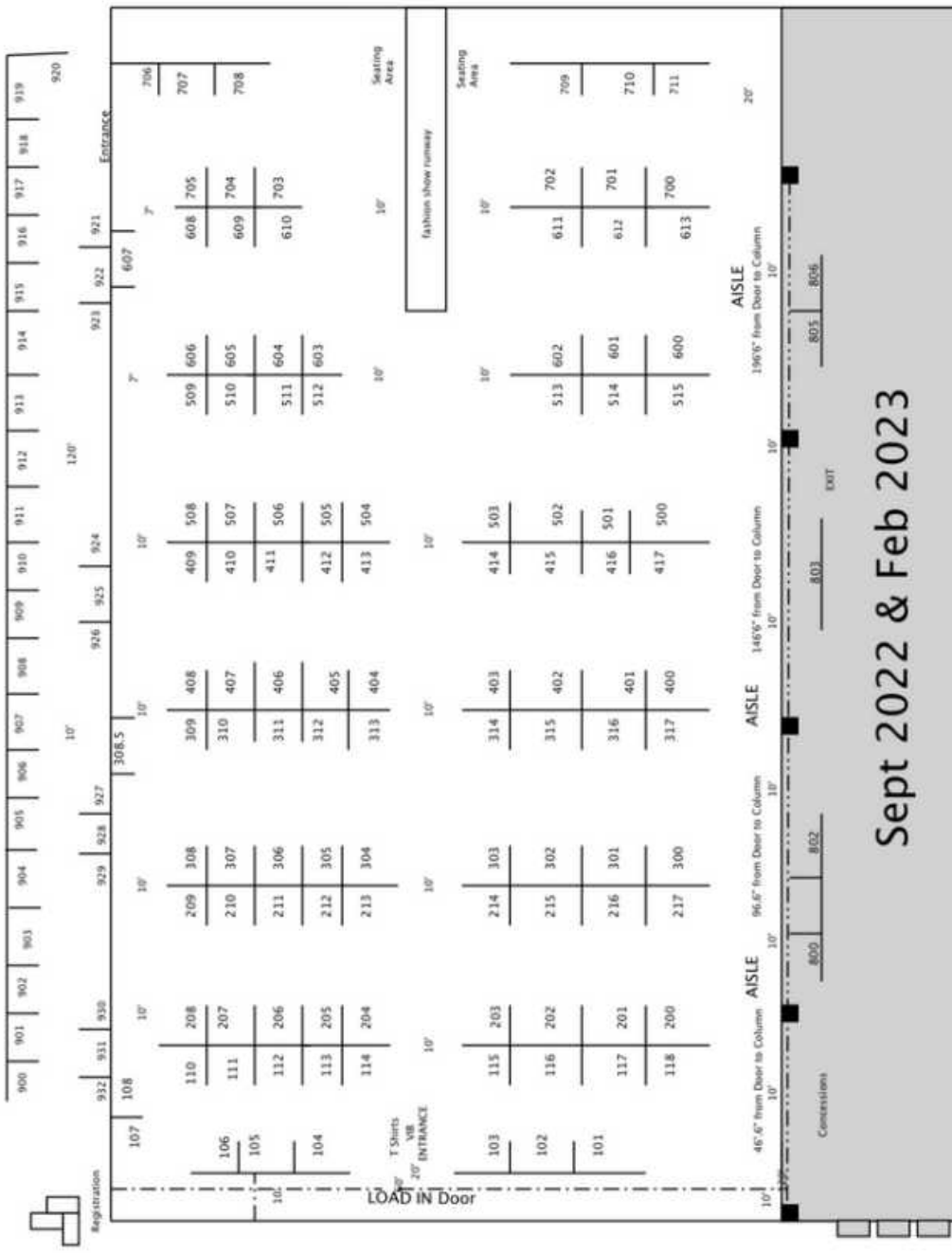


# Wedding Festivals

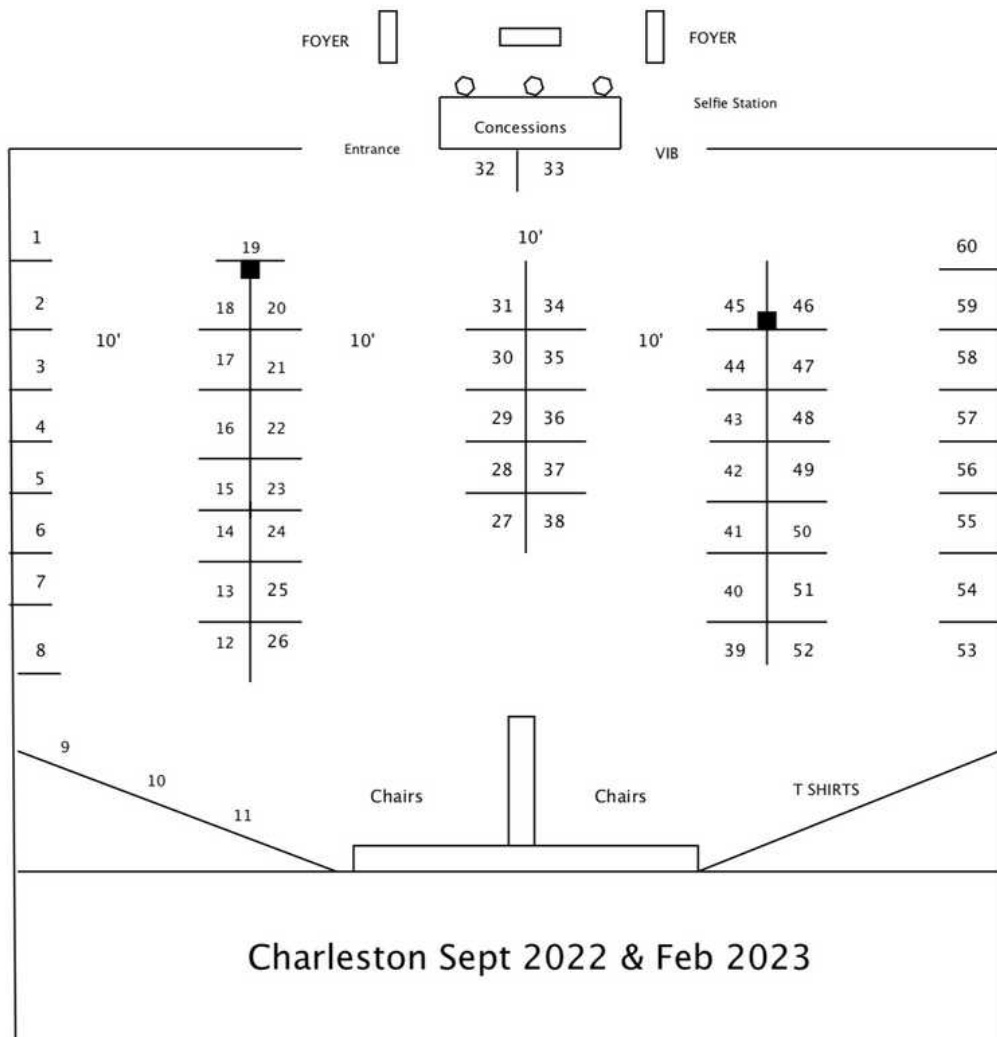
## Last Minute Info

Fall 2022





Sept 2022 & Feb 2023



# General Information

## Set-up Times and Instructions:

### Fall Greenville Conv Ctr & Veils and Tails Set up times:

Tuesday, (Show is Tuesday Evening) Anyone can set-up between 11:00 -2:30pm (except box trucks) Bag Sponsor literature must be received by noon. Show starts at 5:00pm.

### Saturday Shows

Set up is Friday, anyone can load in between 2pm-5pm (except box trucks) the day before the show. Bag Sponsors literature must be received by 2:30.

### Sunday Shows

Set up is Saturday, anyone can load in between 2pm-5pm (except box trucks) the day before the show.

Bag Sponsors literature must be received by 2:30.

**All box trucks** must come one hour before set up times and must be removed from loading docks by set up time for all of the above shows.

## No Early Tear Down-

Please remind your staff that early tear down or packing up is a BIG NO NO at Wedding Festivals

## Dollies:

We recommend that you purchase a hand truck from Sam's, Home Depot or Lowe's that transforms into a dolly. This can be easily stored under an 8' table and is ready to go when the show ends. Dollies will NOT be available by the Venue or Wedding Festivals.

## Tables, Chairs, Electrical:

### Booths do NOT come with these items.

To rent them, fill out the rental form on the "Registered Exhibitor Page". All rental items and electrical must be pre-ordered & paid by the appropriate deadline dates. Tables & chairs may not be available the day of set-up. Wedding Festivals prefers to lower the booth price and put more revenue into advertising, as a result, exhibitors need to rent or bring their tables, chairs, etc.

## Security:

Please do not leave anything of value overnight or unattended. Wedding Festivals or the exhibit halls are not responsible for theft or damages.

## Carpet:

You may want to have a 10x10 remnant piece of carpet to make your booth more attractive & comfortable. Some venues are carpeted and some are not.

## Caterers:

Caterers only, may give out sample size food & must fill out a food form for the Greenville & Charleston Convention Center show. Exhibitors can give out pre-wrapped candies. Food sample request forms must be signed. This form is available on our "Registered Exhibitor Page"

## Door Prizes-

Exhibitors may give away prizes although they are not required. Exhibitors must be responsible for providing their own door prize boxes & registration cards. At the end of the show, exhibitors will write the winners name and display it in their booth on a colored slip provided by show management. The brides will walk through the show one last time to see if they have won. Names collected at the show through door prizes or any other means, remain the property of Wedding Festivals.

## Booth Dividers:

All booths will have white or black backdrops. Light signs & decorations may be attached to the backdrop poles. Wedding Festivals cannot guarantee color of drapes. Many exhibitors who feel that background color is important for their display, usually pin a piece of fabric on top of the drape. This also helps them to stand out from other booths. Side poles are not provided..

## Exhibitor Badges:

Will be provided at right before the show. A list of employees who will be arriving late can be left at the ticket booth. Exhibitors cannot leave brides or customers names for badges, as they will be charged to attend.

## Parking-

Greenville Convention Center- There is a 5\$ cash only charge for everyone to park.

Hyatt Regency- Downtown or city parking, most convenient is the parking garage next to the hotel.

WNC Ag Center- Free Parking

Spartanburg - Free Parking

Bleckley Station- Free Parking

Charleston-There IS a 10\$ charge per car to park.

## Internet:

Venues may or may not have Internet Access, please provide your own hot spots and have videos pre downloaded etc.

## Database of Opted In Brides:

Exhibitor agrees that the list of attending brides is not required to be made available to exhibitor by Show management and is not included in the price of show contract.

However if made available

to any exhibitor in good standing with show management. This list will be coded to enable show management to monitor its use.

Exhibitor agrees that the list and any names collected at the show, through door prizes or any other means, shall remain the property of show management, and Exhibitor agrees not to sell, lend or otherwise transfer the list, or names collected at the show, to any business or individual for any reason.

Exhibitor agrees that under no circumstance will the list will be used to promote any other multi-business bridal or weddings related show or event, directly or indirectly, including Exhibitors participation within such an event. Exhibitor agrees to be held liable for any unauthorized use of the list and names collected at the show according to Exhibitor contract.

## Family friendly show-

Items in booth and in pictures displayed in booth must be family friendly.

## Booth Sharing-

Wedding Festivals does not allow sharing or subleasing.

## Website Listing-

Please check your listing on [www.weddingfestivals.com](http://www.weddingfestivals.com) for corrections and category placement.

# Exhibitor Check List

Order Tables Chairs Electrical if needed, booths do not come with these items.

Bring a Dollie or cart to carry your items.

Review your booth location, floor plans below.

Review your listing at [www.weddingfestivals.com](http://www.weddingfestivals.com)

Brides bag sponsors: Bring literature and items for bags to 1st hour of set up.

Door Prizes boxes and registration forms for your booth.

Caterers/Bakers mail in your food request forms.

Venues may or may not have Internet, prepare to have a hot spot if you need internet.

Sign (don't forget elements to hang a sign)

Scissors, tools, tape, string, wire etc.

Step Ladder

Literature and booth display.

Email us about VIB Lounge Sponsorship.

# 10 Steps to Bridal Show Success

## **Make Your Display Work For You**

You have only a few seconds to make an impression on the bride. She should be able to look at your booth and know exactly what you do or sell. Keep your booth attractive and inviting.

## **Present Yourself Effectively**

Your business will be judged by the appearance of your booth and the attitude of the staff. Dress appropriately. Do not smoke, eat or drink at your booth. Be prepared with a rehearsed, practiced, and polished sales presentation. Say or do something that will stay in the prospect's mind in a positive way.

## **Have an Effective Promotion Piece**

You MUST have something that the bride can take home with her. Your promotion piece will go into a bag with many others so it is important that it stands out. Don't stack your brochures- If there are fewer, the perceived value is higher. Consider a giveaway or gimmick to give brides a reason to stop at your booth.

## **Don't Sit Down**

Always appear interested and ready to assist your potential customer. Don't make the bride feel that she is interrupting you.

## **Don't Arrive Late and Don't Pack Up Early**

Allow plenty of time to prepare your booth. The last hour of the show, when the crowds have dissipated, can be your best opportunity to close sales. Don't even begin to pack up until the last bride has left.

## **Qualify the Bride**

Instead of just shoving literature into the bride's hand, take a moment to determine if she has a need for your product or service. If not, you have saved yourself time and money. If so, the bride will appreciate the attention and you will know that you have a potential sale.

## **Make Appointments, Not Sales**

Shows provide you the opportunity to promote your company to many prospects in a short period of time. To make as many contacts as possible, try not to spend too much time with any one person (unless, of course, you sense a very hot prospect!) Try to arrange an appointment where you can provide complete details about your product or service.

## **Follow Up**

The leads you acquire at the show are valuable! Have a plan in place to follow up on leads as soon as you leave the show. Don't wait a couple months to call or mail to the attendee list. (By then, the hot prospects are likely to have become good customers of your competition!)

## **Be Patient**

Do not expect to walk out of the show with a fistful of orders. Many attendees are only gathering information to review later. You need at least six months to judge the success of a show.

## **10. Track Your Leads**

The only way to determine which of your marketing vehicles are effective is to ask each of your customers how he or she found out about your business.

## “28 Sure-Fire Ways to **Fail** at a Bridal Show”

1. Judge Brides by the way they dress. (Bridal Spectacular, Vegas)
2. Treat the show like you are on vacation. (Bridal Spectacular, Vegas)
3. Knock the competition. (Bridal Spectacular, Vegas)
4. Your Exhibit doesn't tell what you do. (Bridal Spectacular, Vegas)
5. Staff Reunion. (Bridal Spectacular, Vegas)
6. Tear down early (Bridal Spectacular, Vegas)
7. Mr. Loud D.J. (Bridal Spectacular, Vegas)
8. Sit Down in Your Booth. (Carolina's Bridal Show, Greensboro)
9. Read the newspaper (Carolina's Bridal Show, Greensboro)
10. Ignore the post-show mailing list. (Carolina's Bridal Show, Greensboro)
11. Don't have a clear easy method for brides to contact you after the show. (Carolina's Bridal Show, Greensboro)
12. Bring your kids. (Twin City Bridal, Minneapolis)
13. Don't print enough literature. (Twin City Bridal, Minneapolis)
14. Do not wear appropriate attire. (Twin City Bridal, Minneapolis)
15. Chew Gum. (Twin City Bridal, Minneapolis)
16. Eat in your booth. (Philadelphia)
17. Make sure you are understaffed (Philadelphia)
18. Don't decorate your booth. (Philadelphia)
19. Don't rehearse your staff on what to say and don't develop a strategy for how to handle potential customers. (Bridal Expo, California)
20. Wait until the day before to develop your literature. (Bridal Expo, California)
21. Wing your display at the show. (Bridal Expo, California)
22. Remember, the more stuff in the booth, the better. (Bridal Expo, California)
23. Be sure to arrive late, set up fast and wait until about three hours into the show before you change out of your work clothes into your show clothes. (Bridal Expo, California)
24. Don't wear an exhibitor badge; nobody needs to know your name or company. (Bridal Expo, California)
25. Greet every bride by using the phrase girlie, chicky or baby. They Love It! (Bridal Expo, California)
26. If you are a DJ., be sure to play your music real loud. If the brides leave the booth and their ears are not bleeding, you did it all wrong. (Bridal Expo, California)
27. Wear Jeans (Bridal and Party Faire, California)
28. Be unapproachable, grumpy. (Bridal and Party Faire, California)