



Wedding Festivals

Last Minute
Info

Fall 2024 &
Winter 2025



General Information

Set-up Times and Instructions:

Fall Greenville Conv Ctr & "Engaged" Event Set up times:

Tuesday, (Show is Tuesday Evening) Anyone can set-up between

11:00 -2:30pm (except box trucks)

. Show starts at 4:30pm on Tuesday.

Bag Sponsor:

Bag Sponsor literature must be received by 3:00 on Monday during Show

Promoter Set Up.

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 on Friday.

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 on Saturday.

Sunday Morning only set up: 8am-noon.

All box trucks must come one hour before set up times and must be

removed from loading docks by set up time for all off 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 10\$ charge for everyone to park.

We will email you a prepaid parking link.

Hyatt Regency- Downtown or city parking, most convenient is the parking

garage next to the hotel.

WNC Ag Center- Free Parking

Spartanburg - Free Parking

Blackley Inn r- 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 for

corrections and category placement.

Exhibitor Check List

Order Tables, Chairs, Electrical, if needed, booths do NOT come with these items. Go to the Exhibitor Center on our website. Under the tab, "Exhibit with us" (Consider ordering a "Jackery" or alternative power source.)

Bring a Dollie or cart to carry your items.

Review your booth location, floor plans below.

Review your listing at 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.

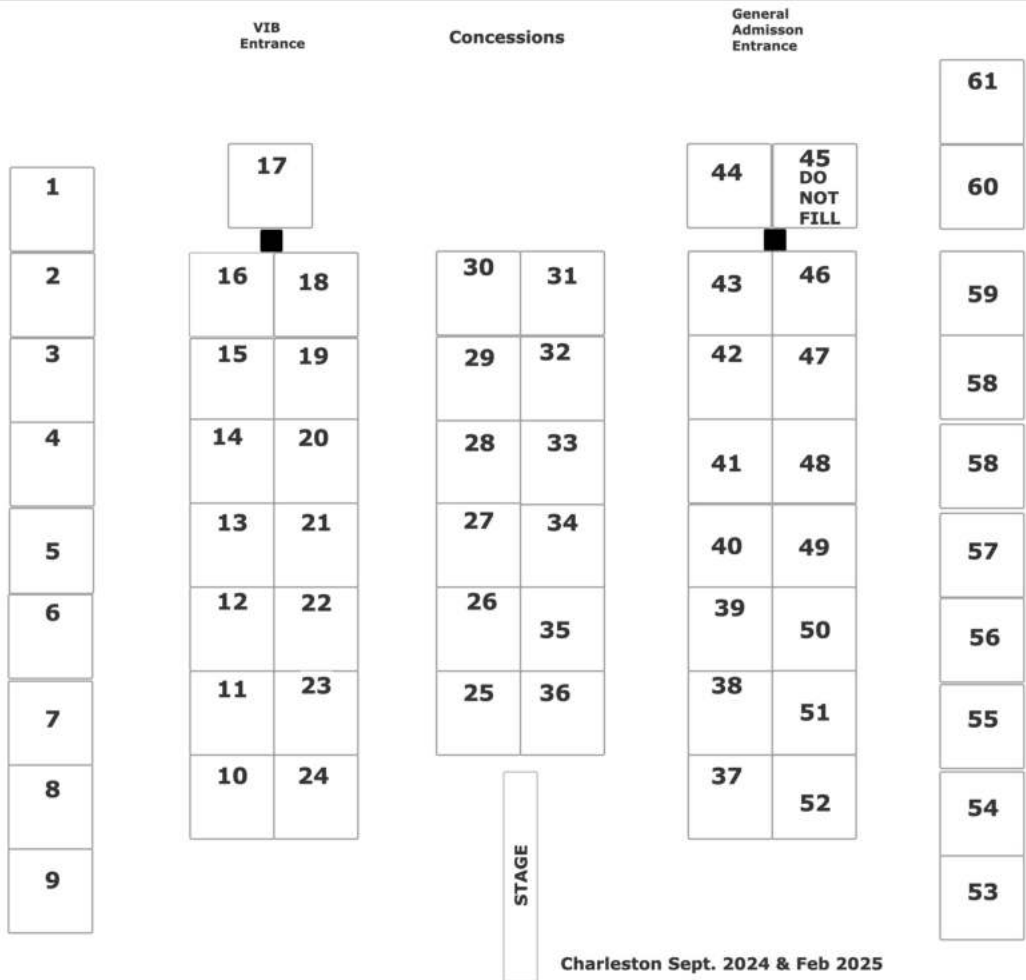
Step Ladder

Literature and booth display.

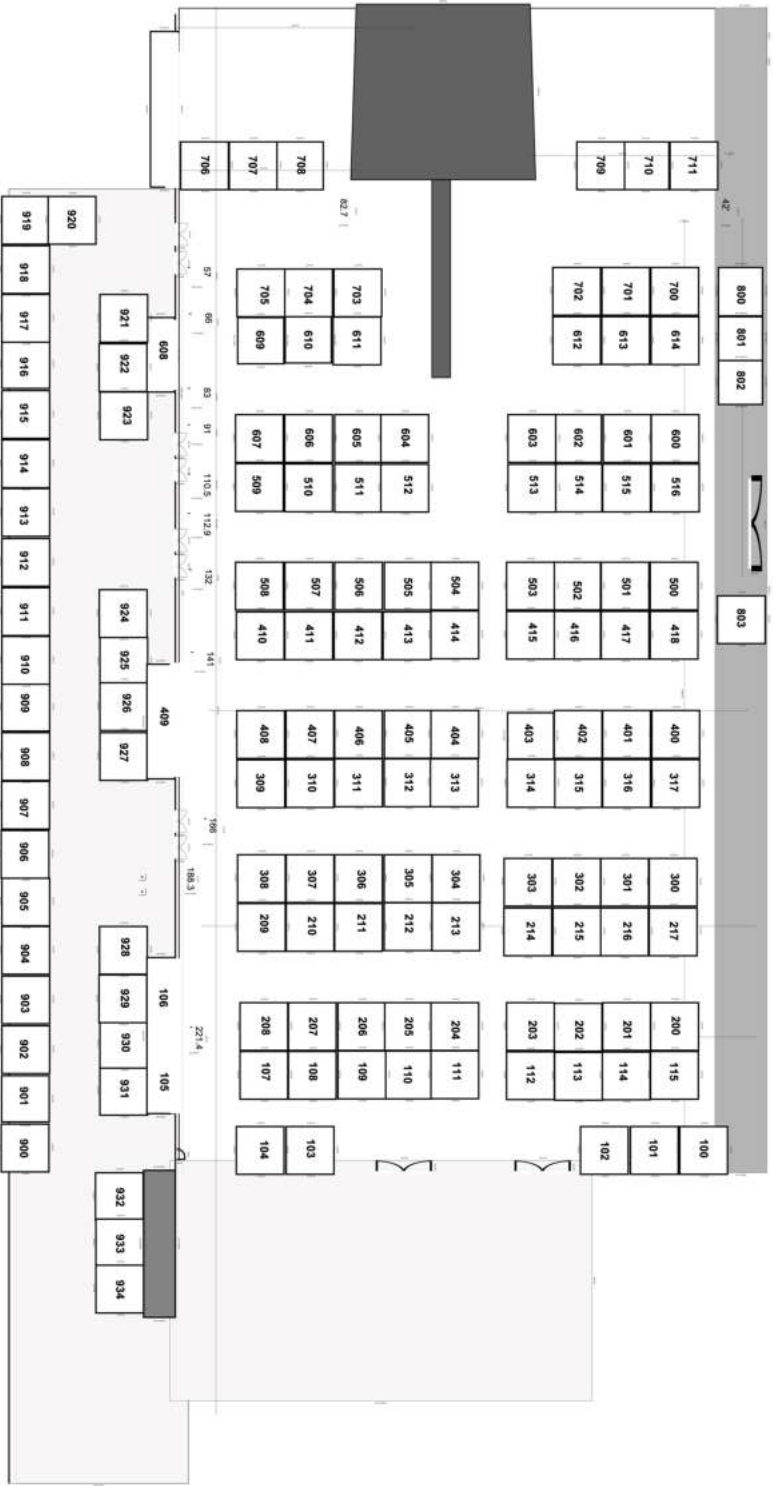
Email us about VIB Lounge Sponsorship.
What can you provide in this space.



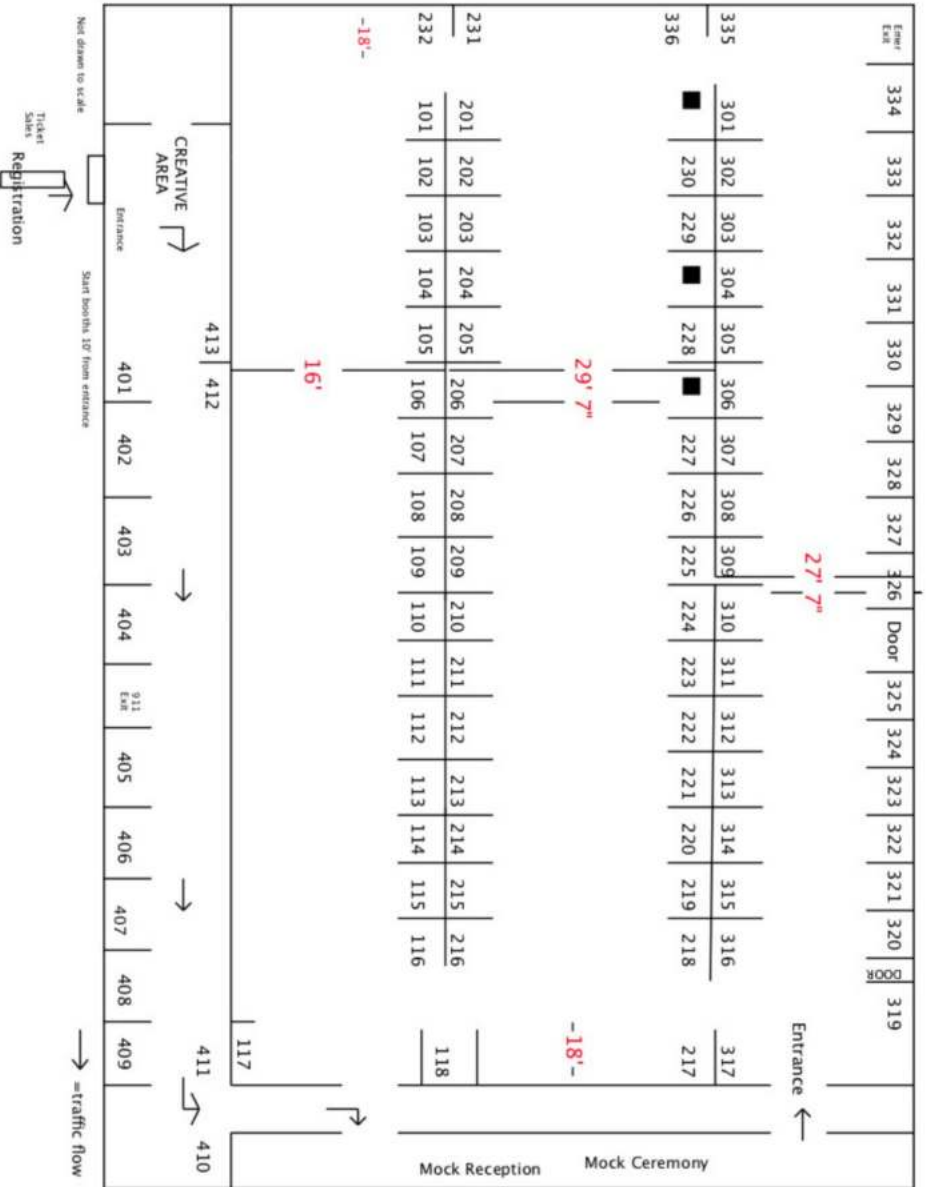
CHARLESTON SEPT 2024 & WINTER 2025



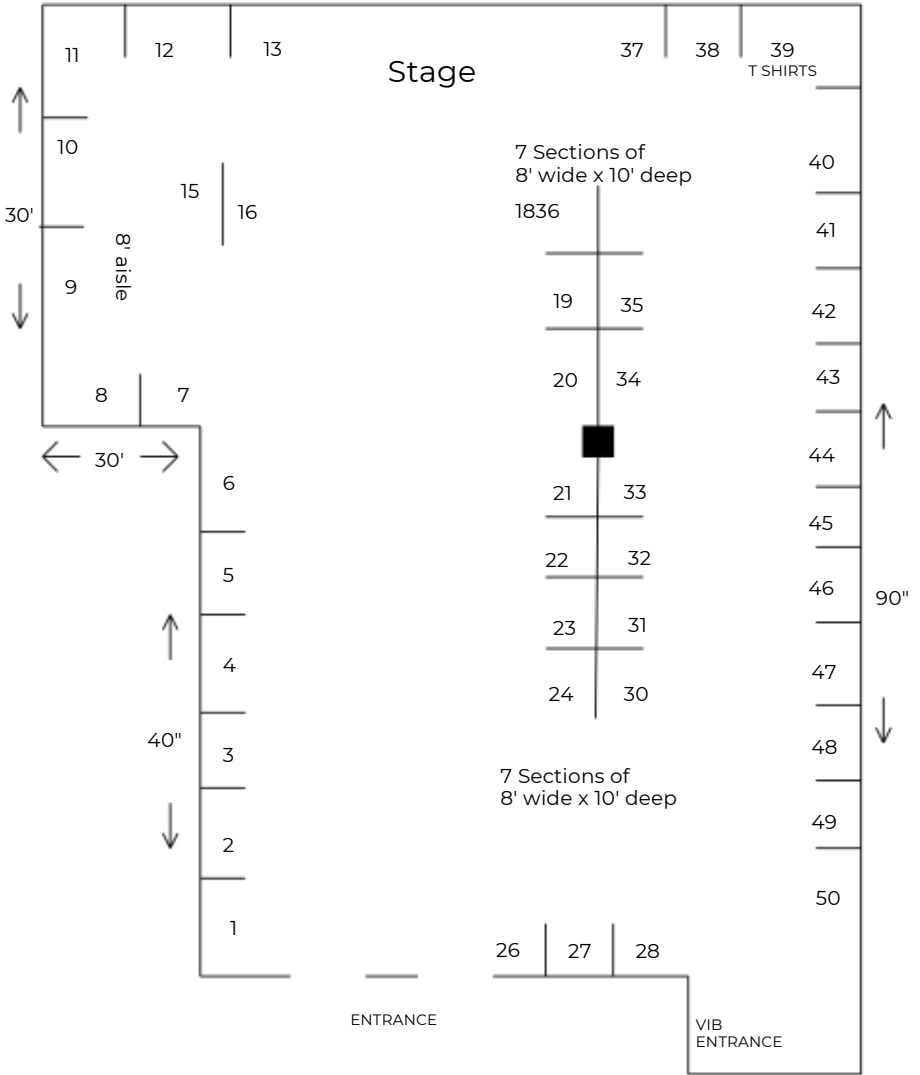
GREENVILLE CONVENTION CENTER FALL 2024 & WINTER 2025



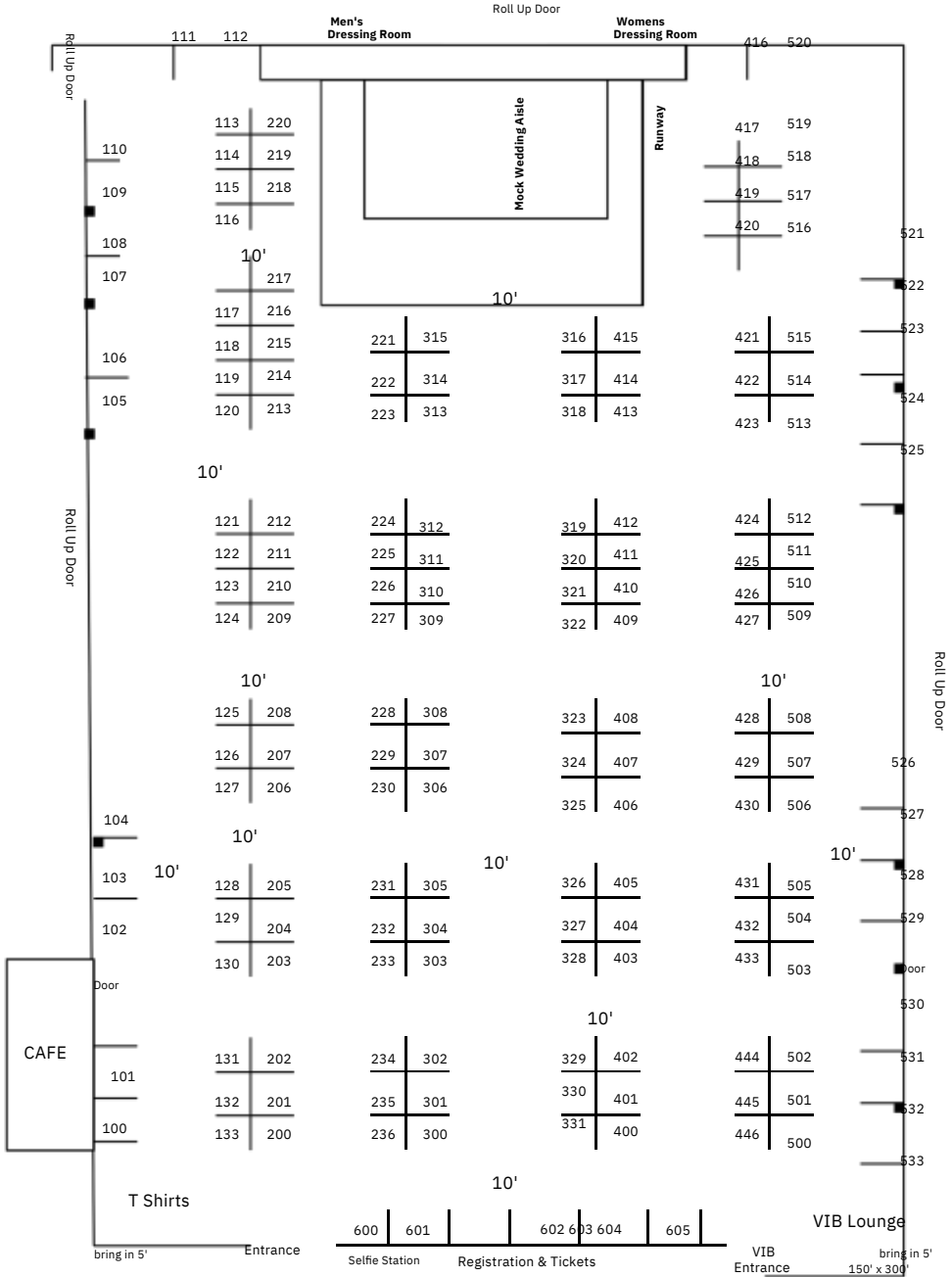
HYATT REGENCY DOWNTOWN GREENVILLE



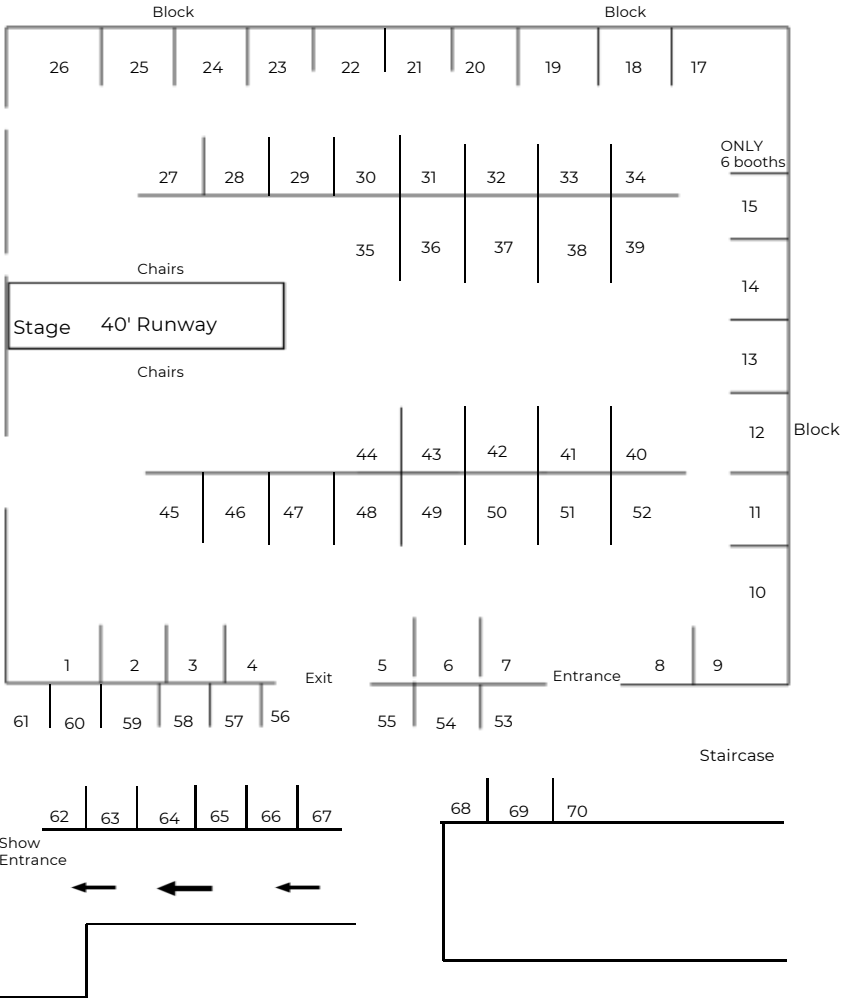
ANDERSON BLECKLEY STATION 2025



WNC AG CENTER JAN 2025



SPARTANBURG MARRIOTT 2025



Registration

LOBBY

“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 D.J., 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)

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.