

BRIDAL EXTRAVAGANZA

EXHIBITOR INFORMATION CHECKLIST:

You've decided to make the investment in participating in Central Texas' largest and best attended wedding showcase.

Here is all the information you need to make the most of your investment.

PLEASE MAKE NOTE OF ALL PERTINENT DEADLINES & TIMELINES WHICH ARE AVAILABLE ON YOUR VENDOR PORTAL.

For more information, visit www.TexasWeddings.com.

Your Booth Equipment: Booth space is 10'x10' (unless otherwise noted in your contract) and will include: 8' high black back drape & 3' high black side drape & 1 Booth ID sign.

Booth price does NOT include:

- Tables
- Electricity
- Carpet
- Food Permit

Additional Items Orders: These and other additional items can be ordered on the Additional Items Order Form or on the Exhibitor Information page of our website. **Please note: Pricing for these items increases after the deadline.**

Food and Beverage Sampling: Any exhibitor that is sampling food or beverages must comply with all regulations and obtain a Temporary Food Service Permit.

- Permits must be ordered from the Bridal Extravaganza using the **Additional Items Order Form** (if not included on your original contract.)
- Exhibitors must sign and return the temporary food service permit forms on the Exhibitor Information page of our website in order to serve food at the show.
- Food permits NOT ordered by deadline will be assessed a \$100 rush fee.

Signs: A generic sign with your company name and booth number will identify your booth upon arrival. We recommend you replace this sign with one that is professionally designed and manufactured and includes your company logo.

If you need a banner or other signage, see **Marketing Materials** below.

Rules & Regulations

Required Booth Etiquette

Fire codes and common courtesy require that you contain your display and staff to your booth. No soliciting or promoting of a business is allowed in the aisles or elsewhere outside assigned booth space. Music and recordings must not interfere with the neighboring booths. Please be courteous of your fellow vendors and keep your sound at an appropriate level.

A reminder of Bridal Extravaganza contractual obligations:

- Exhibitors must stay within their assigned space.
- Exhibitors may not conduct a raffle or drawing to register brides unless previously approved.
- Exhibitors may not share a booth with any other business in any way, including distributing information, literature, and business cards or displaying of products.
- All referral lists are provided only for the exhibitor's own use. Any distribution or disclosure of the list or any of its contents to any person other than the exhibitor or its employees is prohibited.
- All displays over 4 feet in height and placed within 10 linear feet of an adjoining exhibit must be confined to an area of the exhibitor's space that is within 5 feet of the back line.
- Exhibitors are responsible for abiding by all local Health, Fire and Safety rules and regulations. Links to the latest Health & Fire Regulations can be found at our website, www.TexasWeddings.com under "Rules"
- Exhibitors are responsible for all damages to exhibit hall or decorator property.
- Exhibitors must keep booths open and manned until the show officially closes at 5 p.m. on Sunday.
- No tearing down of displays, packing or removing items is permitted until the show has been declared officially closed at 5 p.m. on Sunday.

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Promotional Opportunities

Bridal Extravaganza Badges:

Promote your participation in the Bridal Extravaganza by placing these badges on your website and social media. Download from our website www.txweddingguide.com/badges.



Posters/Counter cards:

If you have a store front, you can request promotional posters and counter cards from your account representative.

Email Coupon Code:

You can request a personalized code for a free ticket to the show for your brides. Regular ticket price is \$15.

A promotional poster for the Bridal Extravaganza. The background is a light beige color with a subtle diamond pattern. On the left, there is a purple ribbon graphic containing the text "A FREE Ticket for Brides". In the center, the event title "BRIDAL EXTRAVAGANZA" is written in a large, blue, serif font, with "THE LARGEST BRIDAL SHOWCASE IN CENTRAL TEXAS" underneath. Below the title is the tagline "Where the pages of the Wedding Guide come to life!" and a coupon code "EVERY BRIDE gets \$500 in Bridal Bucks to help pay for her wedding!". On the right, there is a green box containing the event details: "Austin SUNDAY June 10 Palmer Events Center 12 - 5 p.m." and "Taste, Touch & Experience everything you need for your wedding." Below the poster, there are three steps: "Step 1: Visit AU.TexasWeddings.com/tickets", "Step 2: Register and enter promotional code **SAMPLE**", and "Step 3: Visit COMPANY NAME in booth 123 on June 10!". At the bottom, there is a blue banner with the text "Free tickets are for registered brides only. Limit one free ticket per bride." and a footer with contact information: "Call (210) 654-WEDD or Visit www.TexasWeddings.com for more information" and "*Coupon code must be redeemed online before June 9, 2018 at 11:45 p.m."

Grand Prizes:

Grand prizes must be valued at \$500 or more and must **not** require any additional purchase. Only one prize per company is allowed.

Participating exhibitors will:

- Have their company name listed on the Bridal Extravaganza website
- Have their company name listed in the official Bridal Extravaganza Program Guide*
- Have their company name included in the stage slide show

Please Note:

Grand prize submissions are subject to approval and may or may not be accepted. You will receive a confirmation via email when your prize submission has been accepted.

Deadline:

Complete the **Promotions Sign Up Form** online by deadline to be listed in the Program Guide and on our website.

**These promotional opportunities are time sensitive; you must submit your Grand Prize offer by the deadline date to be listed in the program guide and promotional emails.*

The Program Guide:

The Program Guide is an 8 ½ x 11 booklet presented to each couple.

You can get your ad in front of the hundreds of couples at the show with a full-page color ad inside the program.

- Outside Back Cover- \$2,000 (includes production)
- Inside Back Cover- \$1,500 (includes production)
- Inside Single Sided - \$1,000 (includes production)
- Inside Double Sided - \$1,600 (includes production)

Wedding Guide advertisers save \$500!

If you would like to send us finished artwork, here are the specifications:

- Finished size 8 ½ x 11
- File must include 1/8th inch bleed on all four sides
- Formats accepted include Print Optimized PDF; EPS; JPEG or PSD
- All artwork must be 300 dpi, CMYK

Marketing Materials:

(Includes production services.)

All Flyers are 8 1/2 x 11 on gloss text, prices plus tax

2500 1-sided	\$550	2500 2-sided	\$775
5000 1-sided	\$625	5000 2-sided	\$900

Postcards: 6 x 9, double sided, card stock, gloss on 1 side

1000 pieces	\$400
2500 pieces	\$550

Booth Signage (Includes production services.)

Banner	8' x 2', 4-color, 13 oz. vinyl, w/ grommets	\$200
Pop Up X-Frame vinyl banner	31" x 71", 4-color	\$175

Photo Panels:

Use these 10-foot x 8-foot photo panels to promote your company at the Bridal Extravaganza. Purchased panels will be placed around the hall, attracting attention, used as selfie backdrops and promoting your company.

It's Easy:

- We'll help you find the perfect picture.
- We'll handle the graphic design, adding your logo and website to the panel.
- We'll handle the printing and delivery to the Bridal Extravaganza.
- We'll set up the photo panel for you at your chosen spot. (First-ordered, first placed. See attached options).
- We'll tear down, roll and deliver the photo panel to your booth immediately after the show for you to keep.

Cost: \$750



Bridal Bucks

What are Bridal Extravaganza Bucks?

Each registered bride attending the show will receive \$500 in free Bridal Extravaganza Bucks. These bucks can be used to book goods and services from the vendors that choose to accept Bridal Bucks.

All Bridal Bucks must be redeemed within one month of the Bridal Extravaganza, providing an incentive for brides to book your services immediately, filling your dates right away.

Participating exhibitors create their own Bridal Bucks offer for brides at the show as an incentive for brides to make decisions and book quickly.

Participating exhibitors will:

- Be listed on the Bridal Extravaganza website
- Be listed in official Program Guide (*if submitted before deadline*)
- Receive a Bridal Bucks sign for their booth

Sample Bridal Bucks offers:

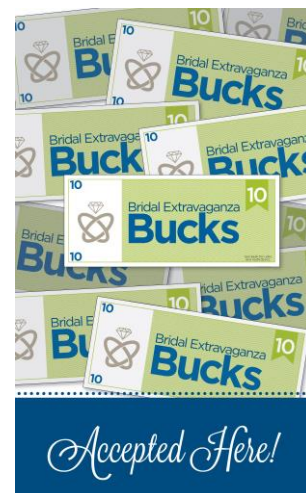
- \$500 in Bridal Bucks toward the facility rental fee
- \$350 in Bridal Bucks toward food and beverage for Saturday events
- \$100 in Bridal Bucks off any photography package
- \$50 in Bridal Bucks toward any floral package of \$750 or more

Considerations:

- Bridal bucks are issued in \$10 increments.
- You decide how many Bridal Bucks to accept and what restrictions apply.
- Bridal Bucks expire 30 days after the Bridal Extravaganza.
- We suggest you do not accept Bridal Bucks as deposits.

Deadline:

Complete the [Promotions Sign Up Form](#) by the deadline to be listed in the Program Guide and on our website.



Cash For Contracts

We encourage everyone to sign contracts at the Bridal Extravaganza. If you do sign contracts at the show be sure to tell your brides to enter their contract into the Cash for Contracts drawing at the Wedding Guide Booth.

Here's how it works:

Who: Only brides who put down deposits with exhibitors on the day of the show are eligible to win. Brides must bring their signed contract and/or receipt showing the amount of the contracted amount to the Wedding Guide booth by 4:45 p.m. each day.

What: Eight lucky brides will win up to \$250 (10% of the contract up to \$250) toward their wedding each day. The Wedding Guide will pay you directly 30 days prior to the wedding date.

When: The Cash for Contracts drawing will take place at 5 p.m. on Saturday & Sunday from the Wedding Guide booth. Winners will be drawn at the end of the day.

Why: After shopping around at the show, we want to give brides an incentive to go book with vendors and put down deposits at the show. We want you to be successful and make SALES at the show! It is imperative and in your best interest to keep your booth setup and staffed until 5 p.m. on each day.

BrideScan

Connecting with couples during and after the Bridal Extravaganza is a crucial step in getting a good return on your investment. That's why we are excited to offer a better way to exchange contact information with couples at our shows with the ultimate mobile app, BrideScan.

BrideScan simplifies your wedding show follow-up by connecting you with brides and grooms, instantly giving you access to their contact information and wedding needs.

Getting Started

Couples attending the show download BrideScan and complete their profile with their contact information, wedding date, and other info (guest count, theme, budget, etc).

As they walk the show, they will scan your unique BrideScan code (provided by us). Your BrideScan code provides them with access to your BrideScan profile. More importantly, you get ***their*** information too.

Download

After we set you up, you will receive an email from BrideScan notifying you that your vendor account has been created. When you receive that notification, you will need to download the BrideScan app to your phone from the [App Store](#) or [Google Play](#).

Login

Please log in and verify that your profile section is complete and current.

Complete Profile

The description section is a great place to tell more about you and your services. You can also add any show day special offers. This section can also include links to your social media pages or any web address you would like to add.

Note: URLs typed in the description section will be linked, but must include the leading https:// - for example: <https://www.texasweddings.com>

Follow-Up

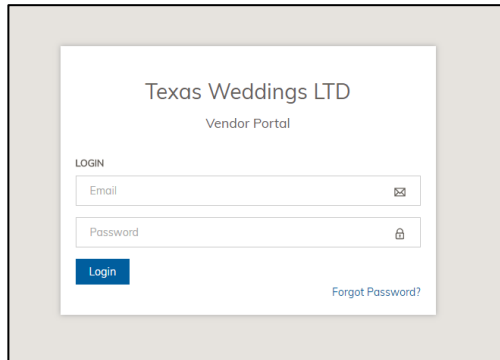
After the Bridal Extravaganza, log in to your account online for full access to contact information for each person who scanned your code.

BrideScan now contains your list of "hot leads". By exchanging info with you, attendees have shown specific interest in your company. This is the ideal place to start your follow-up marketing efforts. A scan from a bride or groom means, "Call me".

Access Your Show Leads

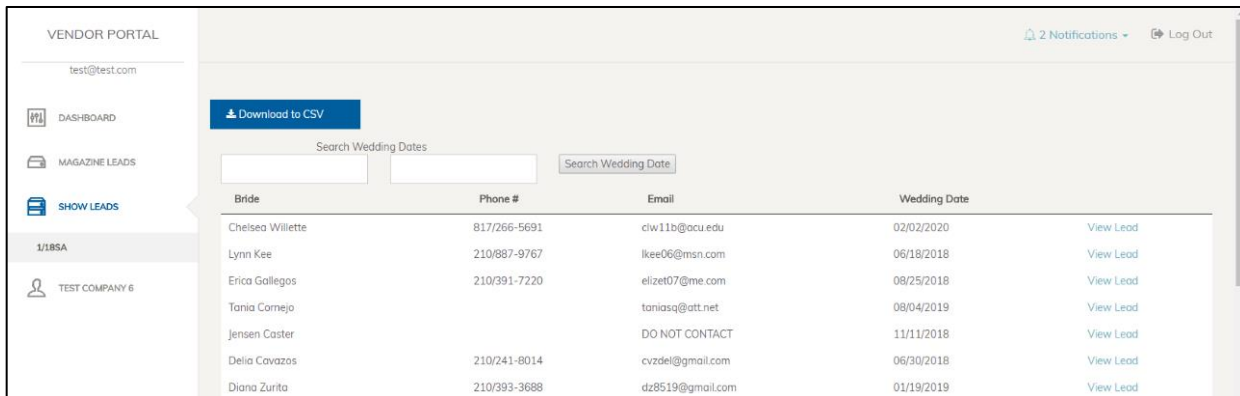
Login

To access the vendor portal visit <https://texasweddings.com/portal>
You will log in with your email.



You should have received an email from NoReply@texasweddings.com instructing you to setup your account. If you did not get an email, you can click “Forgot Password” and enter your email. You will receive an email to reset your password. If the system gives an error “You do not currently have portal access”, the email you entered is not what we have on file for your account. Call us at (210) 599-0336 or email ClientServices@TexasWeddings.com

View Leads



Bride	Phone #	Email	Wedding Date	
Chelsea Willette	817/266-5691	clw11b@ocu.edu	02/02/2020	View Lead
Lynn Kee	210/887-9767	lkee06@msn.com	06/18/2018	View Lead
Erica Gallegos	210/391-7220	elizer07@me.com	08/25/2018	View Lead
Tania Cornejo		taniasq@att.net	08/04/2019	View Lead
Jensen Caster		DO NOT CONTACT	11/11/2018	View Lead
Delia Cavazos	210/241-8014	cvzdel@gmail.com	06/30/2018	View Lead
Diana Zurita	210/393-3688	dz8519@gmail.com	01/19/2019	View Lead

On the left side menu, click “Show Leads”

All of the shows your company has participated in will appear. To view leads, click on the show title on the menu.

All of the leads for that show will appear. You can filter the leads by selecting a wedding date range. You have the option of viewing the lead information individually or downloading the entire list to a CSV file.

Promotions Sign Up Form

Company Name: _____

Contact Name: _____

Email: _____

Bridal Extravaganza Bucks:

Offers due by deadline to be included in Program Guide.

Grand Prizes:

*Offers due by deadline to be included in Program Guide. **All prizes must have a value of \$500 and NOT require additional booking or purchase. Prizes are subject to approval.***

Prize Description: _____

Value: _____

Restrictions & Expiration Date: _____

(Ex. Prize will expire in one year if redemption is not previously discussed)

Fill out this form and either email it to specialevents@texasweddings.com or fax it to 210-599-0369

Additional Items Order Form

Show Prices are valid for the **June 10, 2018** show only

Item	Cost Before 5/16/18 5 p.m.	Qty.	Cost After 5/16/18 5 p.m.	Qty.
Table – 6' L 24"D x 30"H	\$55.00		\$75.00	
Table – 8' L 24"D x 30"H	\$60.00		\$80.00	
Table – Tall 6' L 24"D x 42"H	\$70.00		\$90.00	
Table – Tall 8' L 24"D x 42"H	\$75.00		\$95.00	
Table – Tall Cocktail 30" round x 42"H, no skirting	\$55.00		\$75.00	
Super Steel 10' Banner or Less	\$120.00		\$140.00	
Super Steel More than a 11' Banner	\$180.00		\$200.00	
Electricity 500 watts	\$90.00		\$125.00	
Electricity 1,000 watts	\$120.00		\$170.00	
Electricity 2,000 watts	\$150.00		\$240.00	
Carpet	\$60.00		\$80.00	
Food Permit	\$105.00		\$125.00	

Company Name: _____

Printed Name: _____

Phone: _____ Email: _____

Date: _____ Amount: _____

Credit Card # _____

Billing Zip _____ Exp: _____ CVV _____

Orders cannot be cancelled once they are submitted

- Tables are not included with your booth rental.
- Table rental includes black skirting. (L=length, D=depth, H=height)
- Wattage calculation for chocolate fountains, heating elements & others is: AMP X VOLTS = WATTS
- Most TVs over 32" require 1,000 watts minimum circuit
- Most microwaves require 1,000 watts minimum circuit
- Most Margarita machines require 2,000 watts minimum circuit per machine.
- If you are distributing food or beverage products of any kind you must order a food permit.

Send completed form to specialevents@texasweddings.com or fax to 210-599-0369

Office Use: MA _____ GS _____ Booth # _____ QB _____ add on _____ Date & Initials _____

Notes