

We thank you for deciding 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 NOTE ALL PERTINENT DEADLINES & TIMELINES, ALSO AVAILABLE ON THE VENDOR PORTAL. For more information, visit www.TexasWeddings.com/exhibitors

BOOTH INCLUDES

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 DOES NOT INCLUDE

- Tables
- Electricity
- Carpet
- Food Permit

TO ORDER THESE ITEMS

Order these items on the Exhibitor Information page of our website. Please note: Pricing for these items increases after the deadline.

FOOD & BEVERAGE SAMPLING

Any exhibitor offering food or beverages samples must comply with all regulations and obtain a Temporary Food Service Permit through the Bridal Extravaganza. Complete, sign and return the temporary food service permit forms on the Exhibitor Information page of our website.

Food permits ordered AFTER deadline may 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.

RULES & REGULATIONS

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.

PER YOUR CONTRACT

- 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, 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/exhibitors 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.
- No tearing down of displays, packing or removing items is permitted until the show has been declared officially closed at 5 p.m.

PROMOTIONAL SUPPORT

WEB & SOCIAL MEDIA 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.

For assistance placing them on your web site, please contact us.



POSTERS/COUNTER CARDS

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

FREE TICKET CODE

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

Step 1: Visit AU.TexasWeddings.com/tickets

Step 2: Register and enter promotional code **SAMPLE**

Step 3: Visit **COMPANY NAME in booth 123 on June 10!**

Free tickets are for registered brides only. Limit one free ticket per bride.
Call (210) 654-WEDD or Visit www.TexasWeddings.com for more information
*Coupon code must be redeemed online before June 9, 2018 at 11:45 p.m.

MARKETING OPPORTUNITIES

OFFICIAL PROGRAM

Each couple receives the 8 ½ x 11 Official Program Guide. You can reach these couples with a full-page color ad in 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!

GRAND PRIZES

Grand prizes are awarded at the end of the day. Prize value must be \$500 or more and must not require any additional purchase. Only one prize per company is allowed.

Participating Sponsors:

- 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

Complete the [Promotions Sign Up Form](#) online to participate

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.

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.

COST: \$750



***MUST be submitted by deadline (available at TexasWeddings.com/exhibitor)**

MARKETING MATERIALS

FLYERS

These 8 ½ x 11 flyers on gloss text are great for handing out at the show.

- 2500 Single Sided sheets \$550
- 2500 Double Sided sheets \$775
- 5000 Single Sided sheets \$625
- 5000 Double Sided sheets \$900

POST CARDS

Follow up with couples after the show. Order them ahead of time so you are ready to go. Post cards are 6 x 9, gloss coating on one side.

- 1000 pieces \$400
- 2500 pieces \$500

BOOTH SIGNAGE

Make sure they know who you are.

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

HELPING YOU CONNECT - 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.

This is 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".

HELPING YOU SELL AT THE SHOW – CASH FOR CONTRACTS

We encourage everyone to make sales at the Bridal Extravaganza. If you do sign contracts at the show be sure to tell your couples to enter for their chance to win at the Wedding Guide Booth.

WHO	Couples sign a contract and enter at the Wedding Guide booth.
WHAT	Eight lucky brides will win up to \$250 (10% of the contract up to \$250) toward their wedding. The Wedding Guide will pay you directly 30 days prior to the wedding date.
WHEN	The Cash for Contracts drawing will take place at the end of the day, 5 p.m., at the Wedding Guide booth. Winners need not be present to win. (In January in Austin the drawing is held both days.)
WHY	We want you to be successful and make SALES at the show! Today's couples do their research BEFORE the show. Meeting a professional face-to-face can be the final factor in making the sale. It is imperative and in your best interest to keep your booth setup and staffed until 5 p.m.

HELPING YOU SELL AFTER THE SHOW – BRIDAL 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 participating exhibitors.

HOW DOES IT WORK?	<p>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.</p> <p>YOU decide the offer. If you were planning to offer a special incentive at the show, make it a Bridal Bucks offer.</p> <p>Participating exhibitors will:</p> <ul style="list-style-type: none"> • 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 OFFERS	<ul style="list-style-type: none"> • \$500 in Bridal Bucks toward the facility rental fee • \$350 in Bridal Bucks toward food & 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	<ul style="list-style-type: none"> • Bridal bucks are issued in \$10 increments. • You decide how much Bridal Bucks to accept; 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.

Bridal Bucks Have No Cash Value and Will Not Be Reimbursed By Texas Weddings.

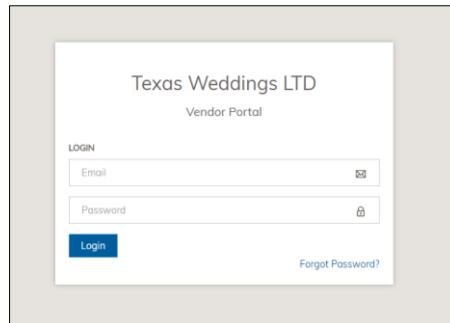
ACCESS YOUR SHOW LEADS

A few days after the Bridal Extravaganza you will receive an email notice that your leads are ready and available for you to begin reaching out to the couples. Here's how to begin.

LOGIN

When your contract was processed, you should have received an email from NoReply@texasweddings.com instructing you to setup your account. This applies to NEW clients only. Existing clients should already have an account.

To access leads visit <https://texasweddings.com/portal> and log in with your email.



If you did not get (or cannot find) the 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

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.

Bride	Phone #	Email	Wedding Date	
Chelsea Willette	817/266-5691	cw11b@ocu.edu	02/02/2020	View Lead
Lynn Kee	210/887-9767	lkee06@msn.com	06/18/2018	View Lead
Erica Gallegos	210/991-7220	elizer07@me.com	08/25/2018	View Lead
Tania Carnejo		taniaa@att.net	08/04/2019	View Lead
Jensen Castler		DO NOT CONTACT	11/11/2018	View Lead
Deia Cavazos	210/241-8014	cvzde1@gmail.com	06/30/2018	View Lead
Diana Zurita	210/993-3688	dz28519@gmail.com	01/19/2019	View Lead

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

NOTES