

WE DO *weddings* EXPO

Making the Most Out of Your Bridal Show Participation

take this time to network and meet the other exhibitors





What You Will Learn Today:

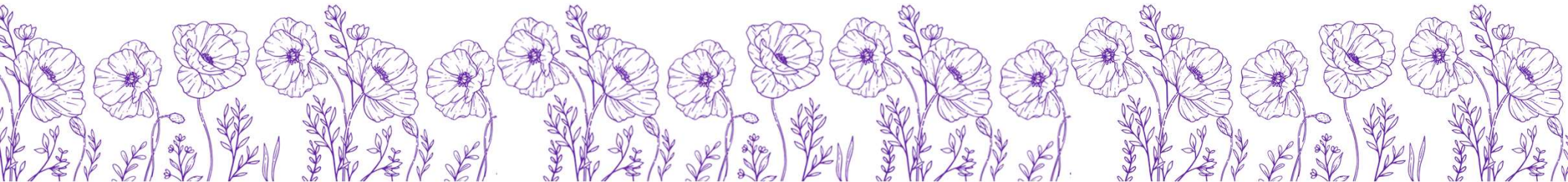
- The Basics
- Show Information
- Set-Up & Load Out Procedures
- Show Rules & Regulations
- Sales & Success



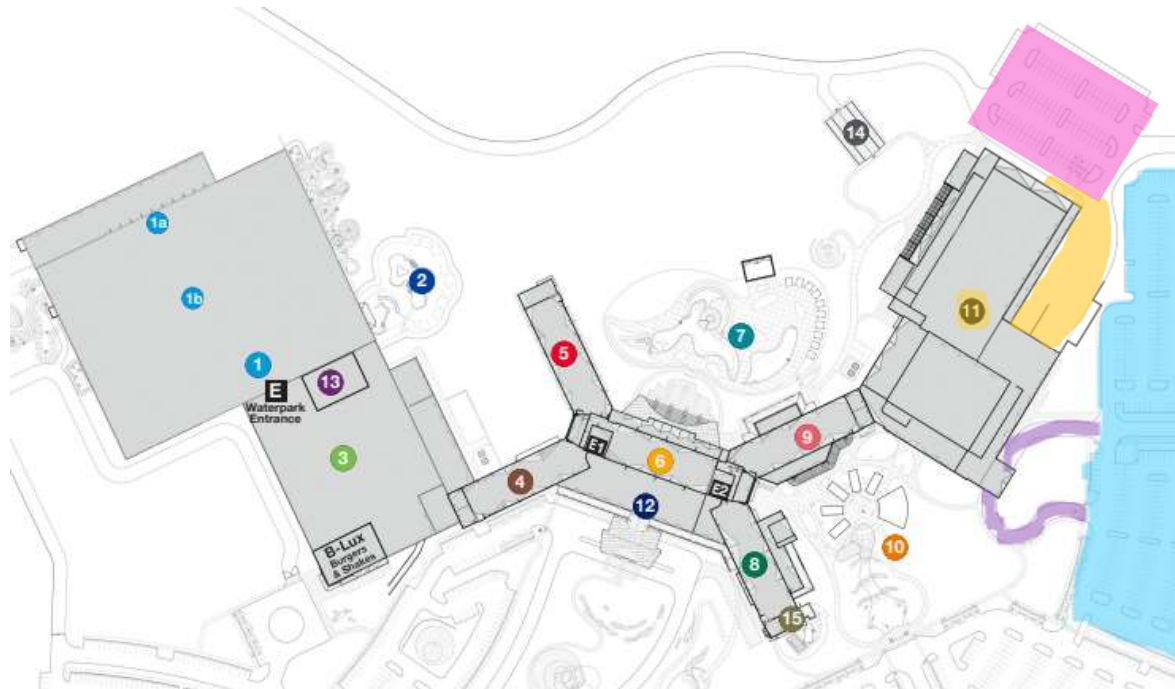


The Basics

- Show Hours: Sunday from 11:30am-5:00pm
- Loading In: Sunday 7:00am-11:30am
- Arrive early
 - Stress is a killer to sell!
 - Networking opportunities
- Ticket Prices: \$15 online and at the door
- Free wi-fi through Kalahari
- Loading & Parking for exhibitors



WE DO
weddings
EXPO





Load Out

- No early tear down of your booth prior to official closing time
- Tear down halfway before getting your vehicle
- Grand Prizes at 4:00pm
- Large trucks
- Vendor Party





Rules & Regulations

- No sharing of your booth with another company
 - This includes business cards, signage, and/or flyers
- Outsiders passing out materials
- The lead list provided may not be shared with anyone else
- No register to win contests
- You must stay within your booth, no soliciting in the aisles
- Noise levels must be contained within your booth



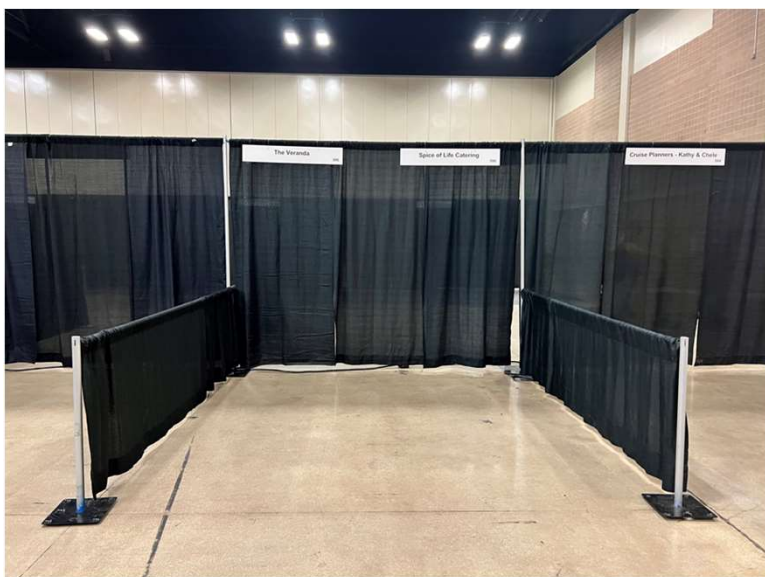


Booth Information

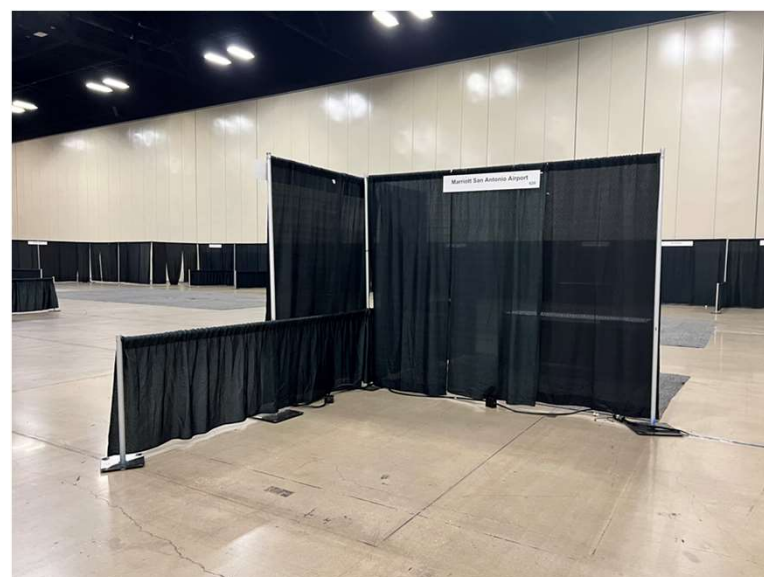
- Booth sizes
- Drape height - 8' tall across back, 3' tall between neighbors
- Drape color - all black
- Tables - white vinyl top with black skirting
- Order tables, electric or super steel using our Additional Items Form



WE DO *weddings* EXPO



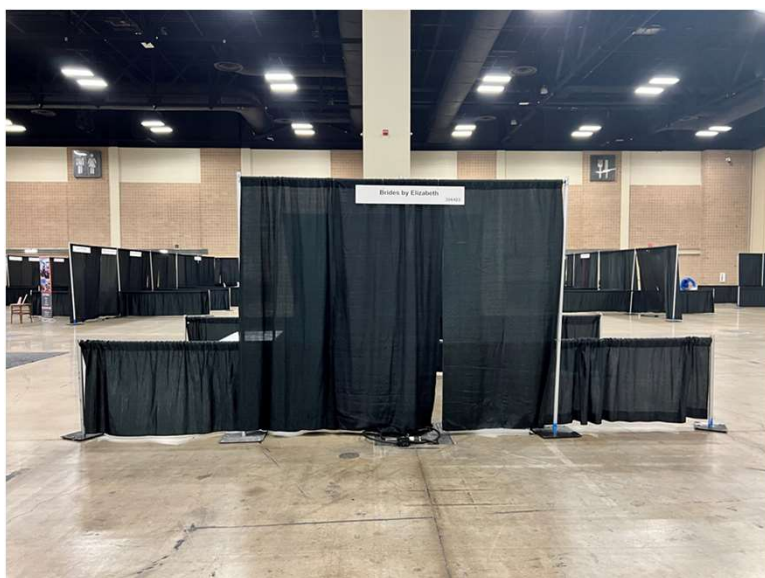
Single Booth



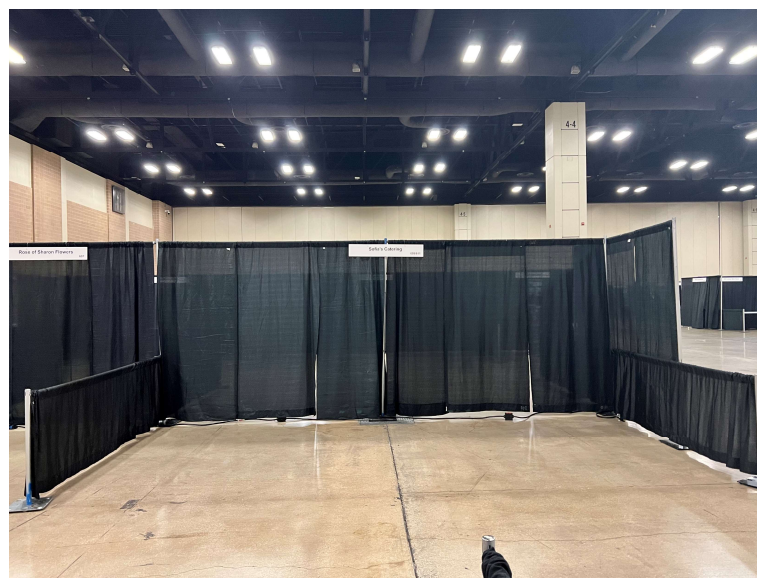
Single Corner



WE DO *weddings* EXPO



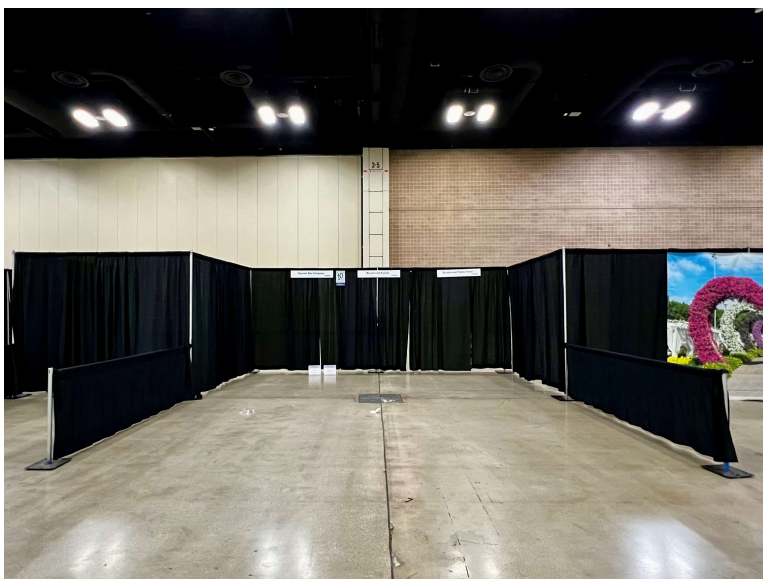
End Cap



Double Booth



WE DO *weddings* EXPO



20x20 Deep



10x20 Deep





An Effective Booth

- Staffing
 - How many people?
 - Eating in booth
 - Dress to be remembered
- Tables & Chairs
 - Why they're not included
 - Table heights
 - Tall stools





An Effective Booth

- Signage
 - Make sure your sign tells what you do
 - Height is good
- Decorating Your Booth
 - What to do & what not to do
 - Don't confuse the message
 - Ficus tree
 - What if you run out of samples or marketing materials?



Bridal Bucks

- Each couple gets \$500 Bridal Bucks at the show
- Several built-in rules
- Set your own terms & restrictions
- Listed on website and in Program Guide
- Booth signage provided “Bridal Bucks Accepted Here”
- Spell out your offer(s) in your booth
- Day of & 30 days after offers



Grand Prizes

- Must be a stand-alone value of \$500 minimum
- Must be approved
- Listed on website and in Program Guide
- Promoted on social media
- Drawn on stage at 4pm, always the biggest crowd of the day





Cash for Contracts

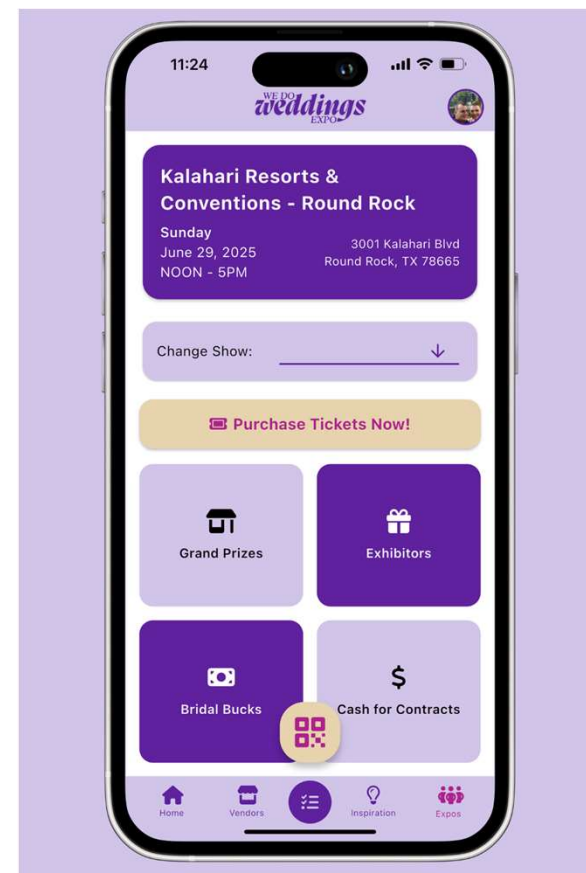
- After signing a contract, couples enter at the Wedding Guide booth
- We draw 8 winners
- We pay 10% up to \$250 of that contract directly TO YOU!
- Save the Date contracts





Texas Weddings App

- Purchase tickets
- Exhibitors broken down by category
- Grand Prizes
- Bridal Bucks
- FAQs
- Photo Gallery
- ProScan QR code scanner





ProScan

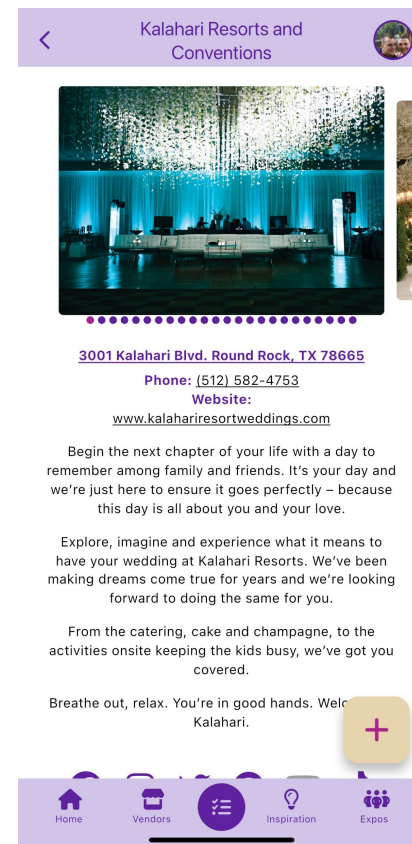
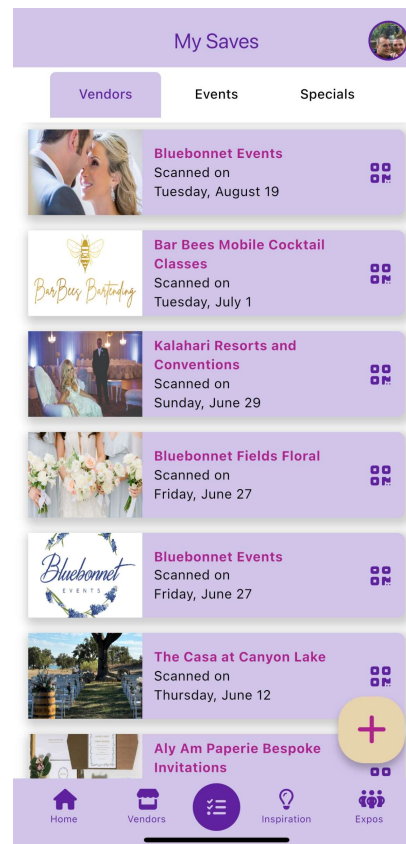
- We provide you with individualized QR codes that you display
- 8 ½ x 11, tents, stickers
- Bring a frame





ProScan

- When they scan your QR code using the Texas Weddings app it moves you into their “My Saves” section
- When they tap on you, it goes to all your info
- This is why you want your ProScan Profile to be updated





ProScan

- Scanning your QR code also:
 - Opens up the messaging function for you in the app
 - Saves their info under “Scans” in your portal
- These are your HOT leads!

VENDOR PORTAL

miles@texasprodj.com

DASHBOARD

Web Profiles

TEXAS PROFESSIONAL DISC
JOCKEY (ENTERTAINMENT: DJ) (808 E. 5TH ST)

WEBSITE LEADS

SHOW LEADS

VIEW BOOTH ORDER ITEMS

EVENT RSVP

SCANS

MESSAGES

PROSCAN PROFILES

SHOW PROMOTIONS

You Have Pending Actions.

- Your Fast Five Blog Submission is needed.
- You have leads available to download.
- Send Us Photos to Promote

Vendor Scanned	Bride
Texas Pro DJ	Hannah Walden
Texas Pro DJ	Jacqueline Erlanson
Texas Pro DJ	Jacqueline Araiza
Texas Pro DJ	Mary Rhorick
Texas Pro DJ	Mary Rhorick
Texas Pro DJ	Jazmine Sauls
Texas Pro DJ	margaret cielencki
Texas Pro DJ	Lindsay Shockley
Texas Pro DJ	Ebony Paul
Texas Pro DJ	Taylor Breeden
Texas Pro DJ	Korbyn Carter
Texas Pro DJ	Jordan Lichtner
Texas Pro DJ	Ashley Ambris
Texas Pro DJ	Kathryn Sleeper
Texas Pro DJ	Makayla Collins





Additional Promo Ops

- We Do Weddings Expo Sponsorships
 - Multiple levels
 - Booth is included
 - Must do it now

	Platinum (limit 2)	Gold (limit 4)	Silver (limit 4)
Exhibit Space Size	Quad Booth 20x20	Double Booth 20x10	Single Booth 10x10
Photo Panel (10' x 8') displayed prominently in hall	X		
4 Facebook/Instagram posts	X		
Slider on Texas Wedding Guide home page	X		
Full page ad in the official Program Guide	X	X	
Slider on We Do Weddings home page	X	X	
Logo under sponsorship level in at least 5 emails	X	X	
Sponsorship level banner (10' x 3') above booth	X	X	X
2 Facebook/Instagram posts	n/a	X	X
Logo on sponsorship display onsite at expo	X	X	X
Sponsorship Investment	\$4,800	\$3,500	\$1,800



WE DO weddings EXPO

Additional Promo Ops

- VIP Tote Bag Sponsor
 - Put your item in their hands
 - Only 50 items
 - Little goodies
 - Promotion on website, social media & onsite at the show



Additional Promo Ops

- In-Kind Sponsors
 - Engagement Lounge
 - Décor on stage
 - Open to new ideas





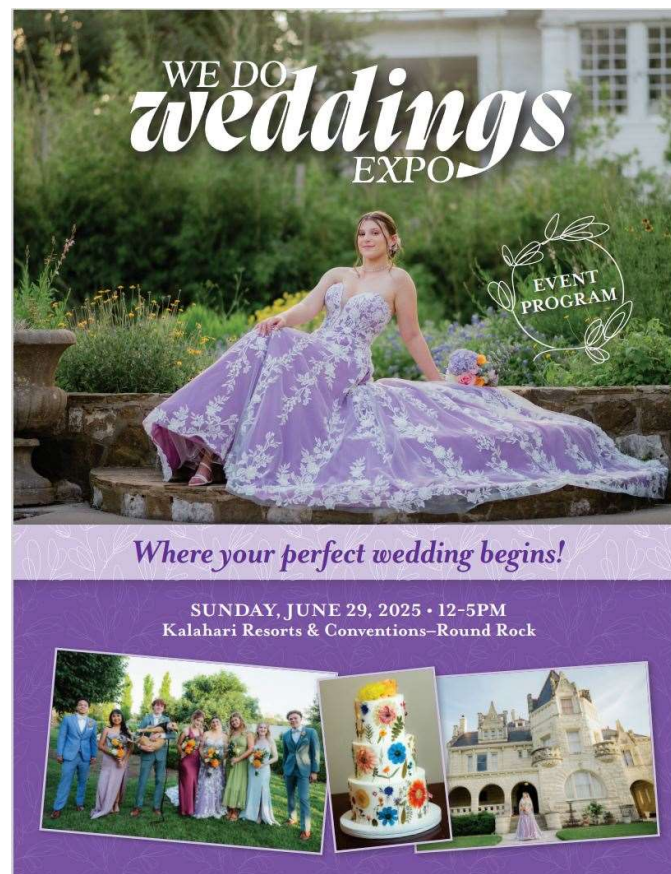
Additional Promo Ops Promo Codes





Additional Promo Ops

- Program Guide
 - \$500 - \$1,500 for your full-page ad depending on placement
 - Grand Prize written out
 - Bridal Bucks notated
 - Sponsors listed





Sales & Marketing During the Show

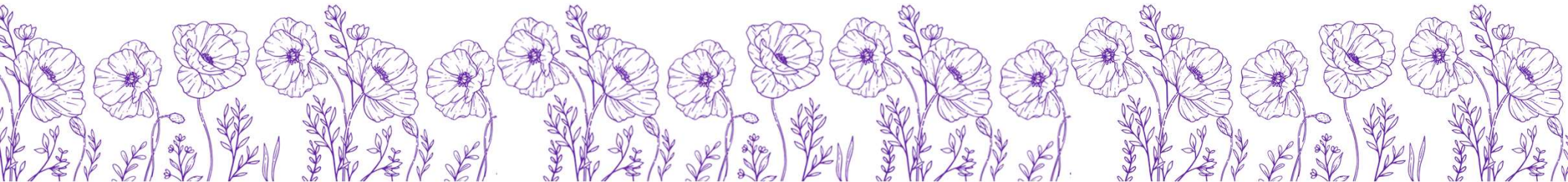
- Difference between us and Home and Garden Show
- People buy you
- Transference of enthusiasm
- People do not like to be sold, but they do like to buy
- How to ask for the sale
- Fishbowl drawings, spin to win, etc.
- Flyers, brochures, handouts
- Price lists





Sales & Marketing After the Show

- Lead List: How Should You Use It?
 - Email
 - Text
 - Mail
 - Telemarketing: Don't be scared- it's easy!
- Don't Let 5% stop you from doing the 95%





Exhibitor Information

- <https://texasweddings.com/c/austin/we-do-weddings-expo/exhibitor/about>
 - All the details
 - All the promotions
 - Booth examples





Questions?

- Ask now
- But don't hesitate to reach out to us later

