

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](http://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. Note: Pricing for these items increases after the deadline.

### FOOD & BEVERAGE SAMPLING

Any exhibitor offering food or beverage 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.
- **Exhibitors may not mention or display - graphically, in text or physically - any magazines, websites, newspapers, or any media that Texas Weddings deems a competitor,** including reviews, awards, "Best of..." and logos. Recognized professional association logos are permitted, provided they are not associated with any media as mentioned.
- 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 cannot extend more than 5 feet from the back of the Exhibitor's space.
- Exhibitors are responsible for abiding by all local Health, Fire and Safety rules and regulations. You can find links to the latest Health & Fire Regulations on our website, [www.TexasWeddings.com/exhibitors](http://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](http://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 should have received a personalized coupon code for a free ticket. Email [SpecialEvents@TexasWeddings.com](mailto:SpecialEvents@TexasWeddings.com) if you have not.



### 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](#) through your vendor portal 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

Reuse Cost: \$150

Placement in Booth Cost: \$250



**\*MUST be submitted by the deadline (available at [TexasWeddings.com/exhibitor](http://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

#### POSTCARDS

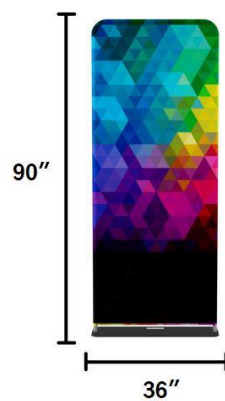
Follow up with couples after the show. Order them ahead of time, so you are ready to go. Postcards are 6 x 9, gloss coating on one side.

- 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



Tension Fabric Pop Up banner 36" x 90" 4-color  
\$325

### HELPING YOU CONNECT – ProScan

Connecting you 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, the Texas Weddings App with ProScan. The new app lets you access all your leads in one place, on your Vendor Portal.

ProScan 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 ProScan and complete their profile with their contact information, wedding date, and other info (guest count, budget, etc.).

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

#### DOWNLOAD

Download the Texas Weddings App to your phone from the App Store or Google Play.

#### LOGIN

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

If logging into the App, use the same email and password you use for your Vendor Portal.

#### 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 Vendor Portal to find your ProScan leads, available instantly.

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.

<b>WHO</b>	Couples sign a contract and enter at the Wedding Guide booth.
<b>WHAT</b>	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 before the wedding date.
<b>WHEN</b>	The Cash for Contracts drawing will take place at the end of the day, at 5 p.m., at the Wedding Guide booth. Winners need <b>not</b> be present to win. (In January in Austin, the drawing is held both days.)
<b>WHY</b>	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.

<b>HOW DOES IT WORK?</b>	<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"> <li>• Be listed on the Bridal Extravaganza website</li> <li>• Be listed in the official Program Guide (if submitted before deadline)</li> <li>• Receive a Bridal Bucks sign for their booth</li> </ul>
<b>SAMPLE OFFERS</b>	<ul style="list-style-type: none"> <li>• \$500 in Bridal Bucks toward the facility rental fee</li> <li>• \$350 in Bridal Bucks toward food &amp; beverage for Saturday events</li> <li>• \$100 in Bridal Bucks off any photography package</li> <li>• \$50 in Bridal Bucks toward any floral package of \$750 or more</li> </ul>
<b>CONSIDERATIONS</b>	<ul style="list-style-type: none"> <li>• Bridal bucks come in \$20 increments.</li> <li>• You decide how much Bridal Bucks to accept; what restrictions apply.</li> <li>• Bridal Bucks expire 30 days after the Bridal Extravaganza.</li> <li>• We suggest you do not accept Bridal Bucks as deposits.</li> </ul>
<b>DEADLINE</b>	Complete the <a href="#">Promotions Sign Up Form</a> 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.**

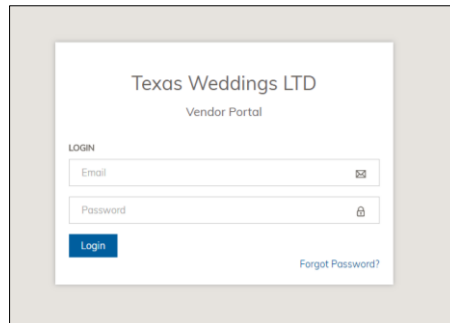
### ACCESS YOUR SHOW & PROSCAN LEADS

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

#### LOGIN

When your contract was processed, you should have received an email from [NoReply@texasweddings.com](mailto:NoReply@texasweddings.com), instructing you to set up 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](mailto: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	<a href="#">View Lead</a>
Lynn Kee	210/887-9767	lkee06@msn.com	06/18/2018	<a href="#">View Lead</a>
Erica Gallegos	210/991-7220	elizer07@me.com	08/25/2018	<a href="#">View Lead</a>
Tania Carnejo		taniaa@btel.net	08/04/2019	<a href="#">View Lead</a>
Jensen Castler		DO NOT CONTACT	11/11/2018	<a href="#">View Lead</a>
Deia Cavazos	210/241-8014	cvzde1@gmail.com	06/30/2018	<a href="#">View Lead</a>
Diana Zurita	210/993-3688	dz28519@gmail.com	01/19/2019	<a href="#">View Lead</a>



### PROMOTIONS SIGN UP FORM

Bridal Bucks:

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Every couple attending the show receives \$500 in Bridal Bucks to spend with participating exhibitors. The offers submitted are posted on our web site and promoted before and 30 days after the show to let couples know how much they can save!

For your Bridal Extravaganza Bucks offer, we recommend you set up **two offers:**

1. Your absolute best offer, available **only** on the day of the show.
2. A good (but not as good) offer available for the 30 days after the show.

A strong day-of-show offer can help you book couples at the show. The follow-up offer can help you close more sales immediately after the show.

Day of show offer:

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Follow up offer:

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Grand Prizes:

Grand Prizes may be submitted at your Vendor Portal under Show Promotions. We limit the number and type of prizes we accept. **All prizes must have a value of \$500 and NOT require additional booking or purchase. Prizes are subject to approval.**

Offers must be submitted by the deadline to be included in the Program Guide.

**NOTES**