

Building a better wedding show experience

Take this time to network with your fellow wedding professionals

Part I the basics

Booth information

- Booth Sizes ~ 10' x 10'
- Drape Height ~ 8'
- Drape Color ~ Black
- Table Skirting ~ Black with white vinyl top
- Carpet
 - Go online to order carpet, tables & electricity

When & where

SHOW: Sunday, January 12, 2020
12 to 5 p.m.
Henry B. Gonzalez Convention Center

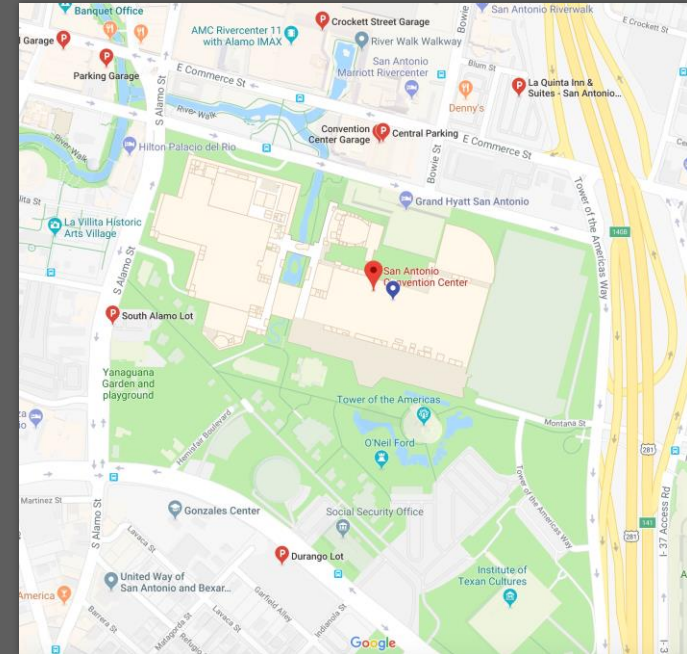
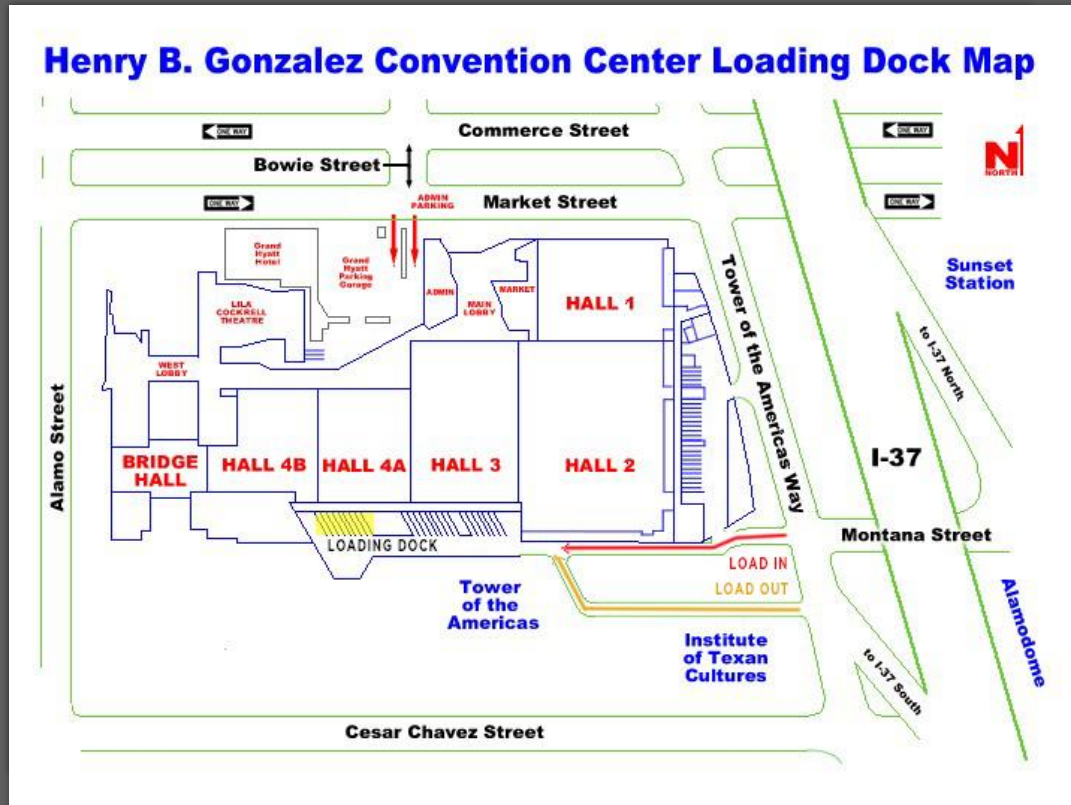
SET UP: Saturday, January 11 ~ 1 to 6 p.m.

LOAD OUT: 5 p.m. NOT BEFORE!
Helpers work for tips.



***Would you close
your business
early on the
busiest day of
the year?***

Where to load & park



BRIDAL
EXTRAVAGANZA

Rules & regulations

- No sharing of your booth with another company
- The list of brides provided after the show is copyrighted and may not be shared.
- No Register-to-Win contests
- You must stay within your booth. No soliciting in the aisles
- Noise levels must be contained within your booth
- You must have a food permit if you plan to serve food at the show
- You MAY NOT display awards, plaques, advertisements from other websites, magazines or shows.

Part II

setting up for success



Best booth design & ideas

- Keep it clear
- Keep it high
- Keep it inviting
- Keep it open
- NO sitting
- Don't overcrowd your booth
- Stay focused

Keep it Clear

Make sure it is easy to identify what you do and what your value statement is.



Keep It Clear



Keep It Clear



Keep It Clear



Keep it Clear

SpecialEvents@TexasWeddings.com ~ 210.599.0336





Keep It High

Don't get lost in the crowd.



Keep It High

Order Super Steel to reach this height.



Keep It High



Keep it High



Keep it High

SpecialEvents@TexasWeddings.com ~ 210.599.0336



Keep it Inviting

Welcome couples out of the aisle and into your booth, and a conversation.



Keep it Inviting

Rustic
Gardens
and Events
Weddings
RusticGardenEvents.com



Keep it Inviting



No Crowding



No Crowding

SpecialEvents@TexasWeddings.com ~ 210.599.0336



No Sitting



No Sitting



Stay Focused

SpecialEvents@TexasWeddings.com ~ 210.599.0336







Don't forget to pack

- Tape
- Pins (straight & safety)
- Fishing line
- Stool/Ladder
- Power strips
- Charging cords/batteries
- Mints
- Business cards
- Flyers/post cards
- Appointment calendar
- Contracts
- Pens

Part III

sales: before, during & after

Before the Bridal Extravaganza

Spread the word!

- Coupon Codes
- Social media
- Email
- Bridal Bucks
- Grand Prizes
- ProScan

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ONE DAY ONLY...

Subject: 📧 ONE DAY ONLY 📧
From: Sun Gold Photography <paula@sungoldphoto.com>
Date: 5/29/2019, 10:14 PM
To: Sheila <sdunn@texasweddings.com>

SUN GOLD
PHOTOGRAPHY

[Home](#) | [Blog](#) | [Contact Us](#)

FOR ONE DAY ONLY
We will save you BIG



at the

1 of 6 6/4/2019, 4:50 PM

ONE DAY ONLY...



BRIDAL EXTRAVAGANZA
THE LARGEST BRIDAL SHOWCASE IN CENTRAL TEXAS
Beautiful weddings begin with us.

June 23
12 - 5 p.m.

Getting Married? Use Code
SUNGOLD
to get your FREE ticket at TexasWeddings.com

Promotional codes are for couples getting married. Limit one promotional code per couple. Free tickets available ONLY online up to 11:59 p.m. the day prior to the show. Not valid at the door.

See Paula and Priscilla at booth #630
and get a free gift!

Save up to \$1,100 with your
BRIDAL BUCKS
only at Bridal Extravaganza!

2 of 6 6/4/2019, 4:50 PM

Event Program

Program includes:

- List of all exhibitors, by category
- Day's Schedule
- Grand Prizes
- Bridal Bucks participant list
- Sponsor acknowledgement
- Advertisements

Participating Companies & Booth Numbers	Wedding Guide booth - End of Stage
HEALTH & FITNESS Alluring Aesthetics 728 Comprehensive Chiropractic & Physical Therapy 522 Nautical Dental 359 Pruitt Keto/OS - Hilda Irizarry 314 HOMES, REALTORS & MORTGAGES Berkshire Hathaway Home Services PenFed Realty 429 Keller Williams Heritage - The Perfect Team 734 Keller Williams Realty - Castillo Group 621 Reliance Residential Realty - Tamika Lee 248 HONEYMOON ATTIRE 7 Hols Beaches 722, 724 & 726 HONEYMOONS Cruise Planners - Russ Russell 612 & 711 7 Hols Beaches 722, 724 & 726 Resort Vacations, Inc 222 & 321 Southern Journeys 622 & 721 INVITATIONS & WEDDING ACCESSORIES Girl General Valencia Monuments & Engraving JEWELRY & JEWELRY CARE Dona Ana Enterprises Keep Collective - Lisa Tarver Rodrigo's Enterprises Stella & Dot - Amy Shearer LINGERIE Ruby Ribbon - Heather Wisenbaker OFFICIANTS 7 Texas Wedding Ministers PHOTO BOOTHS & FLIP BOOKS 7 Cutting Edge Entertainment Decorus Events booth Four 40 Entertainment 7 LUMENS Photobooths 7 Look Entertainment Make Chic Happen Mirror Magic Photo Booth Pappé Rotz's Photo Booth 7 Rent Event Vegas Photo Booths PHOTOGRAPHY American Photography & Video 7 Ana Productions 7 COMPLETE weddings + events David Pezzat Photographers Encanto Rojo Photography & Video Expose the Heart Jessica Elle Photography Klarly Photos By Alvin Williams Limelight San Antonio Moments & Milestones Moments by Quattro Photography Raul's Photography & Videography Ryan Hamilton Photography 7 Sun Gold Photography VCH Photography REHEARSAL DINNERS Blanco BBQ The Brian's Suite at Pat O'Briens Golf Club of Texas Grady's Bar-B-Q Hilton San Antonio Hill Country Hotel Plaza Lecea The Veranda Wyndham Garden Riverwalk Zio's Italian Kitchen # denotes Bridal Extravaganza Bucks participating c #ido5Atx	RENTALS Bluebonnet Events 434 Catering By Celebrations 107 & 109 Four 40 Entertainment 805 & 806 Two Shabby Chic'z 770 Vision Lounge Rentals 757 TUXEDOS & MENSWEAR At's Formal Wear 330 Men's Wearhouse 422-523 Rex Formal Wear 561 VENUES The Abbott House 152 Aggie Park Banquet Hall 648 The Allen Farmhaus 413 The Barn at Swallows Eye 447 Blanca's Reception Hall 316 & 415

Today's Events

June 10, 2018

1:30 p.m. Fashion Show
Featuring Impression Bridal

3:00 p.m.
Featuring D

4:00 p.m. Grand Prize* Draw
Must be present to win. Cash prizes at the Wedding

Special Thanks to Our S

SILVER SPONSOR



WESTOVER HILLS
Laser Med Spa

FASHION SHOW SPONSORS

David's Bridal
Impression Bridal
Dresses

Men's Wearhouse
Tuxedos

Bluebonnet
Events
Floral

Lumen Events
Stage Sound

#ido5Atx

San Antonio Bridal Extravaganza • 3



BRIDAL EXTRAVAGANZA

Bridal Bucks

- Couples get \$500 Bridal Bucks at the show.
- You set your \$\$ discount.
- We'll put a sign in your booth.
- Offers are listed on our website and in Official Program.*
- Two tier offer helps day-of sales.
- They expire 30 days after the show.
- Submit offers through Vendor Portal.



BRIDAL
EXTRAVAGANZA

Photo Panels

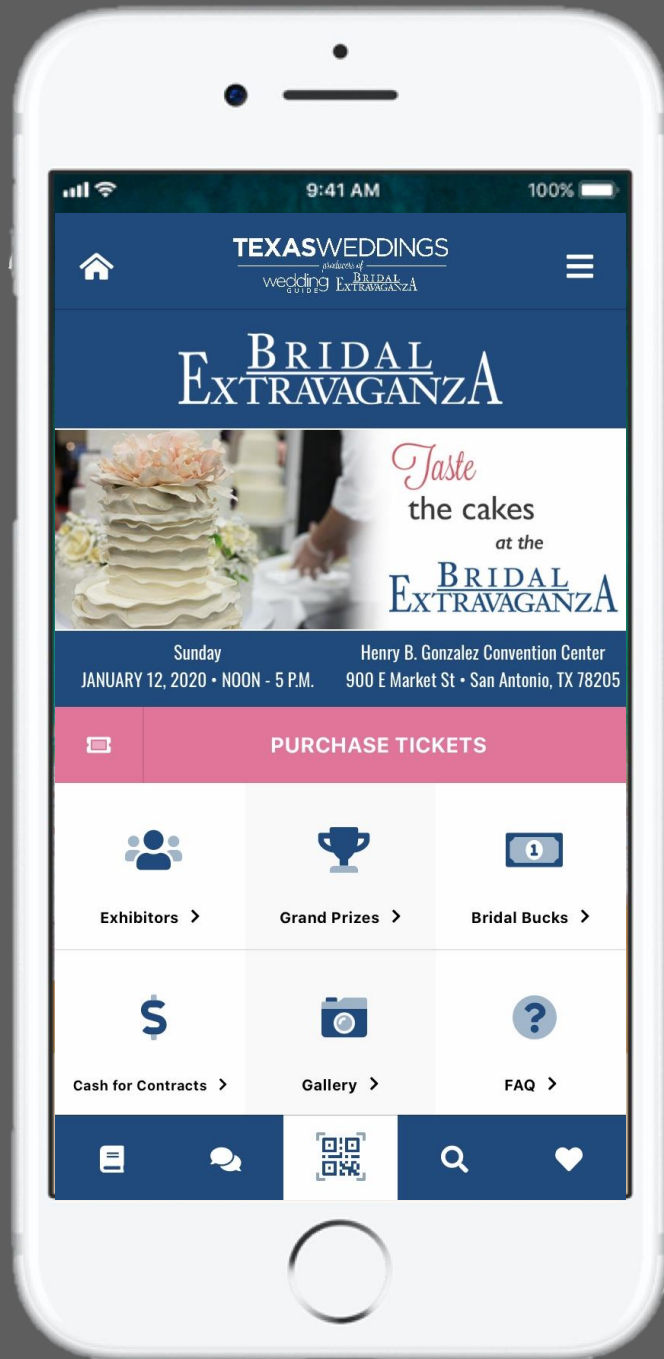
- Take the perfect image and add your logo and website to the panel.
- We'll tear down, roll and deliver the photo panel to your booth after the show for you to keep.
 - Use it as a booth backdrop ~ **\$250**
 - Display on show floor ~ **\$750**
 - Future show floor use ~ **\$150**



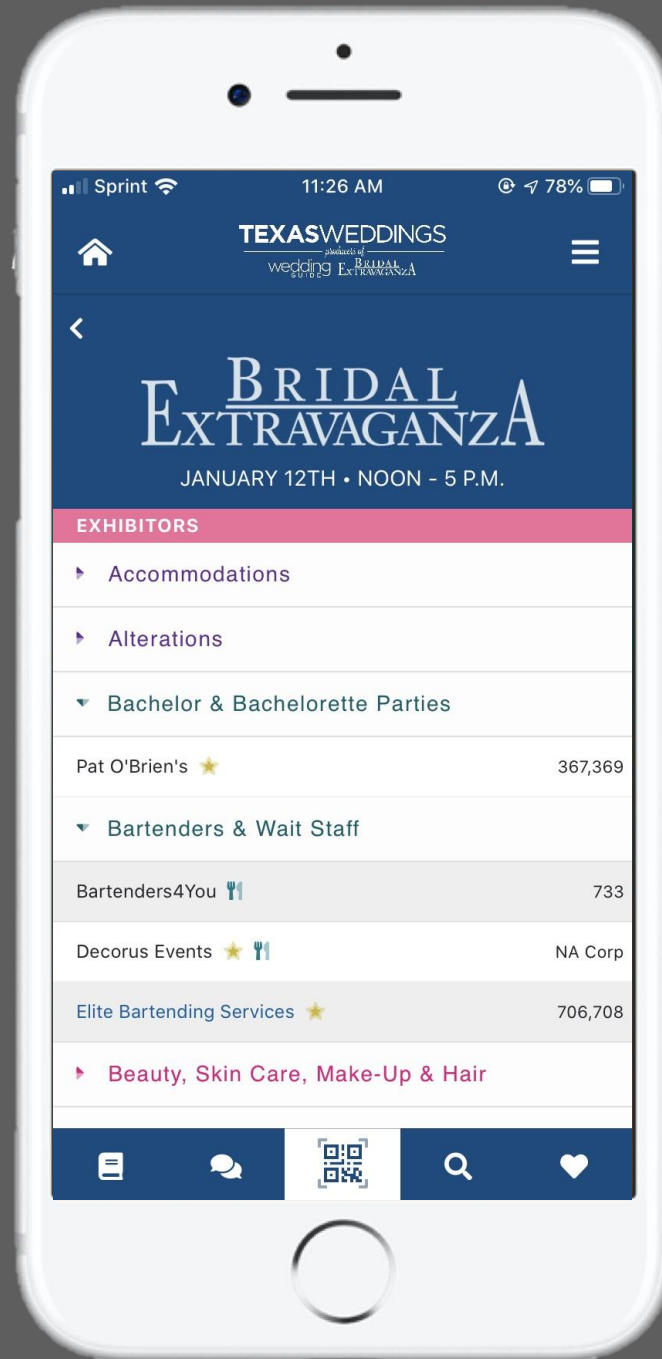
ProScan

- Log into Vendor Portal & check your profile.
- Display your custom code materials (provided) in your booth.
- Download the Texas Weddings App before the show.
- Couples scan the exhibitors they want to hear more from.
- These are your hottest leads, available immediately in your Vendor Portal.





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Bridal Extravaganza

Attendees can view:

- Exhibitors with booth numbers by category
- Grand Prizes
- Bridal Buck Offers
- FAQs for the show
- Gallery of photos from past shows

**BRIDAL
EXTRAVAGANZA**

Grand Prizes

- Awarded at 4 p.m.
- Must be approved.
- Must be a stand-alone value of \$500 minimum
- Prize sponsors are listed throughout the hall, on stage and in the program.*
- Submit through your Vendor Portal.



BRIDAL EXTRAVAGANZA

Cash for Contracts

- After signing a contract, couples enter at the Wedding Guide booth.
- At the end of the day, we draw 8 winners
- We pay 10% up to \$250 of that contract directly TO YOU!



Don't miss these deadlines

- Carpet
- Tables
- Electricity
- WiFi
- Super steel
- Food permit
- Banners
- Post cards
- Flyers
- Swag
- Bridal Bucks
- Grand Prizes
- Photo Panels
- Official Program

At the show

- Attitude
- Staffing
- Presentation
- Conversation
- NO/YES
- FOMO
- Just ask

After the show

- Use the email on your contract to login at TexasWeddings.com/portal
- Click “Forgot password” and follow instructions.
- After logging in, click “Show Leads” or “ProScan Leads” on the left side of the screen.
- If the system can not locate your email, please contact our offices.

VENDOR PORTAL

test@test.com

DASHBOARD

MAGAZINE LEADS

SHOW LEADS

1/18SA

MANAGE SHOW PROMOTIONS

TEST COMPANY 6 5 12 TEST

0 Notifications

Log Out

Download to CSV

Search Wedding Dates

Search Wedding Date

Bride	Phone #	Email	Wedding Date	
Chelsea Willette	817/266-5691	clw11b@acu.edu	02/02/2020	View Lead
Lynn Kee	210/887-9767	lkee06@msn.com	06/18/2018	View Lead
Erica Gallegos	210/391-7220	elizet07@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
Kristen Snoga	210/213-7941	ksnoga@yahoo.com	07/06/2019	View Lead
Lorraine Martinez	210/240-0474	lnmtz@yahoo.com	05/03/2018	View Lead
Amanda Reyes	210/970-6460		07/28/2018	View Lead
Patricia Salazar		DO NOT CONTACT	06/16/2018	View Lead
Jackie Groomer		DO NOT CONTACT	03/02/2019	View Lead
Sarah Martinez		DO NOT CONTACT	12/15/2018	View Lead
Sylvia Hinojosa		syl842@yahoo.com	09/22/2018	View Lead
Maris78114a Ximenez		DO NOT CONTACT	12/17/2018	View Lead
Blas Arce iii		DO NOT CONTACT	06/28/2019	View Lead
Brandee Hargens		DO NOT CONTACT	11/03/2018	View Lead
Amberlee Brooks	830/446-2712	caelsmom@live.com	09/08/2018	View Lead
Chelsea Frye	210/232-7807	cfrye24@gmail.com	07/13/2018	View Lead

After the show

- Emails
- Direct Mail
- Texting
- Calling

PASTE

The key to anything you write to couples.

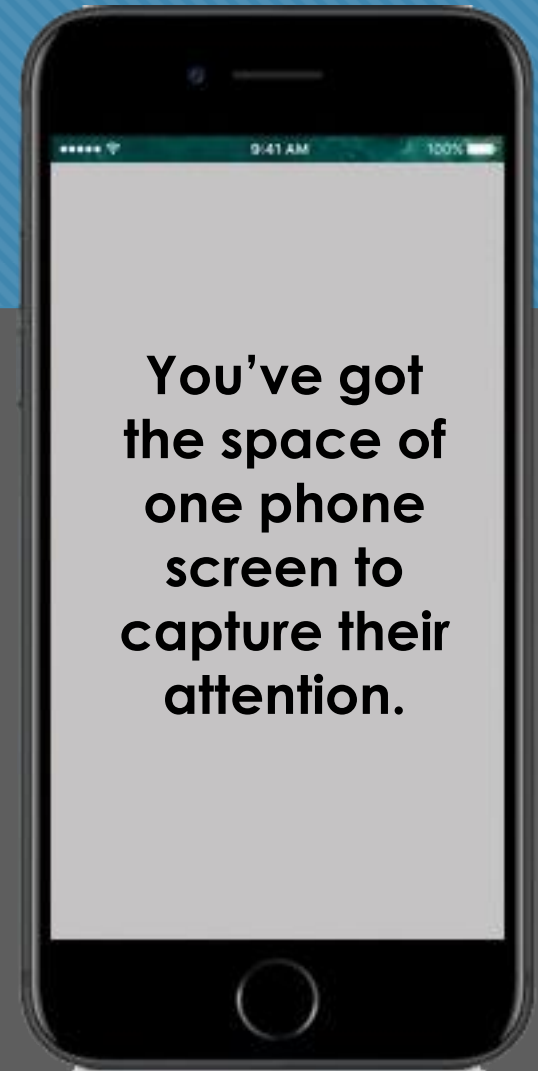
PASTE

The key to anything you write to couples.

PERSONAL
AUTHENTIC
SHORT
TIMELY
ENTERTAINING

Email

- Be concise
- Set email preview
- Put offer/price & call to action near top
- Never use an autoresponder
- When you respond, include a detail from their email
- Never use the following emails addresses:
 - @gmail.com
 - @aol.com
 - @yahoo.com



BRIDAL
EXTRAVAGANZA

Email Do's & Don'ts

Subject Lines

- 5 Questions to Ask ...
- Spending Too Much On Your ...?
- Your RMBS savings end in 3 days
- A priority access offer for you
- 95% of Engaged Couples Won't Do This Before Getting Married
- The Sweetest Thing – Cake!

Words to Avoid

- FREE
- % Off
- Save
- Don't Miss
- Internet slang
- Re:/Forward

Email Do's & Don'ts

THE MESSAGE

- Emails with fewer than 200 words are more successful.
- They expect a response within 24 hours. Only 39% of professionals respond that quickly.
- 50% of couples will choose the professional that responds first.
- Photos are a must! Human subjects have a greater impact than non-human.
- Specialize the message. Only talk about weddings.

BONUS ~ More Tips To Help You Sell More

- Don't offer TOO many options: Good, Better, Best
- Include images with proposals so they can see the vision
- 88% of couples want price BEFORE contacting you. If its unavailable, you seem unaffordable.
- Offer a “price range,” and explain everything is customizable.
- Asking for a price is the sign of a buyer; Asking for a discounted price is an even stronger buyer.
- Don't assume because they asked for a price they can't afford you.

BONUS ~ More Tips To Help You Sell More

REVIEWS

- 95% of couples use reviews to select their wedding pros
- 84% of course will trust an online review as much as an in-person review
- Most reviews are written 2 to 3 weeks after the wedding (except for photographers and videographers, which are later.)
- DO NOT DUPLICATE REVIEWS! Reviews should be unique to each channel. Duplicating reviews hurts SEO.
- If you're a Wedding Guide advertiser, ask us about our new Review Request Form.

Final reminders

SHOW:	Sunday, Jan. 12, 12 to 5 p.m. Henry B. Gonzalez Convention Center
SET UP:	Saturday, Jan. 11 ~ 1 to 6 p.m.
LOAD OUT:	Begins at 5 p.m. NO EARLY TEAR DOWN!

Show information

www.TexasWeddings.com

Prior to the show: 210-599-0336 or

SpecialEvents@TexasWeddings.com

Day of Show: Wedding Guide Booth @ end of the stage

Join our Facebook group: **San Antonio Wedding Guide & Bridal
Extravaganza Clients**