



Exhibitor Information Pack  
*Sunday, 8th March 2020*



# About The Show

We're now approaching the **third** year of this bi-annual show, and it's rapidly establishing itself as one of the leading Wedding Shows in the area.

Our emphasis is on providing you with motivated, enthusiastic couples that are happy to meet you and eager to book. It'd been said that free entry fairs are great for footfall and giving out marketing material, but not so much for taking bookings!

After each show, we hear from our exhibitors about the number of on-the-day bookings received and that can only be achieved if you have the opportunity to talk to the happy couples. Handing out leaflets all day isn't a lot of fun. Earning money and meeting awesome people, now that's fun!

Corfe Hills School is a huge, independent venue and the upcoming **Spring 2020 Show** is set to house up to 90 of the most amazing wedding professionals in the area. From wedding venues, stationers, florists and honeymoons, couples can book their entire wedding under one (large) roof.

After the success of Autumn's Show Guide cover competition, we will be running it again for the Spring Show! The winner, as voted by the public, will be featured on the front cover of our Show Guide – this is only open to exhibitors.



## FOOTFALL & VISITORS

Last Spring's Show saw **86** couples visit us and make their wedding dreams come true, this Spring, we're aiming at **125** couples with targeted marketing on social media, extensive regional magazine advertising, leaflets in the local area and lots of pre-show promotion of our incredible exhibitors. The pre-show promotional posts are something we love doing, hunting through your social media and finding fab photos and learning all about you so we can offer a tailored promotion, just for you, written from the heart.

We're often told by our exhibitors that they receive enquiries off of the back of the pre-show promos  
– how awesome is that?!



“Just wanted to send you a big thank you for organising such a wonderful show yesterday! So relaxed and friendly, with a brilliant mix of local suppliers.”

Polly, Blue Bay Events

“Really looking forward to Sunday – I’ve already had an enquiry from the marketing of the event!”

Taryn, Live Laugh Create - Design and Stationery

“This company goes above and beyond anything I have ever experienced, organised, thorough, friendly and extremely good at what they do, nothing is too much trouble. The event was well attended, well thought out and with a fantastic mix of quality suppliers”

Caroline, Amazing Face Bridal Hair & Makeup Dorset



“Been to so many wedding events and have to say one of the best ones we have been to so far so many exhibitors, very well laid out, lovely staff on the door. Overall was really good that there were so many various exhibitors defo recommend going to this event”

Deborah, *Bride to Be* who attended East Dorset Wedding Show, Autumn 2018





### **Footfall**

The fair attracted over **80** eager couples at each of the Autumn and Spring shows.



### **Search for a Star**

The next show will see the launch of our search for a cover image for the event guide. Great for showcasing your talent!



### **Varied Advertising**

Print, web, posters and good ol' word of mouth. We don't scrimp on the marketing budget, ensuring maximum coverage for every event.



### **Diversity**

We're proud to have a huge range of suppliers from all over this great county. The networking benefits are magnificent.



### **Bookings**

Lots of suppliers reported taking bookings on the day, many even had deposits paid there and then!



### **Chill Out Zones**

Our marketing-free areas allow couples to read, digest and discuss the exhibitors they've met. It's proving very successful in aiding sales!

# What Makes Our Shows So Successful?

Using strategic marketing techniques, we focus on bringing highly motivated, enthusiastic and ready-to-book leads through the door. Charging admission ensures that those that attend, really are committed to hitting into that wedmin.

We care about our exhibitors – making sure you have plentiful promotion before and during the Show, electricity if you need it (at no extra cost), teas, coffees and biscuits – be quick on that last one, we have a few biscuit monsters lurking!

We're friendly! Got a problem? Want some advice on your stand set-up? Want a particular spot? Well give us a call and we'll get you sorted.

We're in the same boat! As a fellow wedding professional, I know how frustrating it can be to turn up on the day and not have enough room, be right by a competitor, or just not feel valued – we aim to make sure this isn't the case for any of our exhibitors.

Dedicated areas to inspire couples on themes, colour palettes and styling, all ideas to help them focus on what they truly want from their big day and approach the right suppliers for them.

A chill area where couples can sit with a cuppa, browse our information station banners and reflect on everyone they've spoken to – this is strictly a no-sales zone, everyone needs a minute to gather their thoughts before making those bookings!



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Royal Academy  
of Arts by the  
Royal Society

# How to Get The Most From Exhibiting

This doesn't just apply to our Shows, just a free bit of info and advice for you!

## Before the Show

Invest in high quality marketing literature

- Whether it's leaflets, brochures or business cards, opt for the best you can afford – thicker cardstocks and fancy finishes can make a real impression for very little additional cost. Remember, you don't have to give out literature to everyone, it can get expensive that way, so save your best brochures and full info packs for leads that are really keen.
- If possible, use a graphic designer to help with your branding, whether it's designing a logo, helping with copywriting, or creating marketing materials – those are the impressions that will stay with people, because they're literally taking them away with them. For our branding, we use Eleanor of 83 Media and as you can see, she's rather good!

## Shout about the Show

- Use your social media to tell your followers about the Show, the more people we reach, the greater the potential footfall. You can also network with other exhibitors who will be posting about the same, always good to know who your neighbours might be on the day.

## Do your prep

- Check out how long your journey will be to the venue and allow yourself plenty of time to arrive, set-up your stand with care and consideration for aesthetics and vehicle manoeuvring before the start time.
- If you plan to send literature for the goodie bags, do so in plenty of time for them to be included.
- If you're going to be offering a special discount or competition, let us know so we can promote it in the Show Guide.

## On the Day

- Dress the part, whatever that may be!
- You're effectively selling yourself as much as your product/service so dress in the way that represents your/your business identity. Dress to the nines if you like (any excuse for me) but if you're just not a suit kind of guy, or a tailored dress and heels kind of girl, you don't have to pretend you are! Be yourself, be comfortable and the right kind of couple will find you and appreciate your authenticity. My favourite moto here is 'Your Vibe Attracts Your Tribe'.
- Make it Eye Catching – well, obviously, right?! This can be easier for some suppliers over others, but where there's a will, there's a way! It's a great opportunity to team up with fellow exhibitors to create a 'Wow Factor' stand.

- Generally, people won't stop just to ask what you do, they'll look from afar and make a mental note of where they definitely want to visit. If they don't know what you do, they won't make that note about your stand.
- Use your space as you wish! You don't have to use a table if it restricts your ability to show off your wares. Maybe you run an outside bar - bring it! Or if it's on the somewhat massive side, keep the table but use empty bottles as props to indicate your service, stack them on crates, use battery fairy lights, make it pretty and attractive – tables with just a couple of brochures and banners aren't as appealing and don't encourage people to stop and chat.
- When styling your stand, walk away, see how it presents from afar, does it look eye-catching and welcoming?
- Use height to your advantage, even if you're 5ft nothing!
- If possible, try using a backdrop – a favourite of mine is utilising a cloth backdrop over a photography backdrop stand – easy, effective and cheap! Others like to use roller banners or exhibition stand 'pop ups' but what's really important is that it works for you and your brand.
- Don't forget the floor! You can use crates, lanterns, any kind of décor to build layers of pretty to entice people to stop at your stand.
- Be approachable – it can be hard to put yourself out there and be confident but don't hide behind your stand if you can help it – be calm, confident and show people just why you're amongst the best wedding professionals in the area.
- Be chatty – you don't have to have a sales patter, in fact, it's better if you don't! How many times will couples be asked that day if they've got their photographer/florist/caterer sorted? A LOT! Always start by asking someone how they are, say hi, give them a compliment – anything to keep a natural, easy dialogue!
- Run a Special Offer or Competition, publicise it on your stand, shout about it on social media and tell us about it so we can include it in the Show Guide.
- Bring samples or give away little freebies – offer cake samples, drink samples, canapés, even give out a flower or a bit of branded merchandise! It doesn't have to break the bank but it does make people feel appreciated and they'll certainly remember you.
- Network! Go meet some folks before or after the Show, get to know your stand neighbours and make important connections and in many cases, friendships. The Dorset Wedding Industry is one of the most friendly and welcoming in the country, if you've not been to one of our Shows before, you'll soon find out that we're all a friendly and relaxed bunch so make yourself at home, grab a cuppa and have a stroll around!

# What's Included?

Obviously, you want to know what you're getting for your investment, who wouldn't? Well in addition to your selected stand, you get all of this;

## Pre-Show

Social media promotion, including an individual, tailored Exhibitor Announcement post, group post, and official Exhibitor List social media release

Show Guide front cover photo competition – submit your best wedding image, showing the romance, fun or beauty of the day\*. We'll select the final 3 and then open it to the public vote for who will win the grand prize – being on the front cover of our very snazzy Show Guide, which will be given to every couple visiting the Show.

\*It will be the responsibility of the Exhibitor to ensure that all relevant permission has been sought from any persons, or persons responsible for work, products or services included in the image. No additional credit will be given by Lily & Lottie Wedding Shows to persons or businesses other than the submitter.

## SHOW DAY

### Targeted Sales Pitching

Each Bride and Groom will get a sticker to identify them as such, so you can quickly and easily begin your sales pitch to the right person.

### Supplier Networking

In this industry, it's often said that the most significant asset is a strong referral network. By meeting, chatting and getting to know the other exhibitors, you can strengthen your connections leading to great new friendships and potential leads

### Promotion Within The Goody Bags

Who doesn't love a goody bag?! These quality bags will contain treats and goodies that a bride or groom will be excited to receive, as well as flyers, brochures and business cards from the exhibitors.

### Show Guide Listing

Each couple will be given a guide to help them find the exhibitors they particularly want to meet, plus to aid memory after the event! Every exhibiting business will be listed with their company name, contact phone number, website and location. We also include pages dedicated to special offers, promotions & competitions being run on the day and for Wedding Show attendees. There is also the opportunity to advertising within the Show Guide, however, these places are limited!

### Best Dressed Stand Competition

A fun element to the event is the 'Best Dressed Stand' competition - each exhibitor's stand will be entered, and the winner gets not only a prize (ooohhhh) but benefits from increased social media coverage. See Pages 8 & 9 for tips on Show Day marketing and styling.

## POST-SHOW

### Attendee list

We will provide an email list of consenting attending couples for you to follow up. We ask that proper email marketing protocols are observed when using this data.

# So, do you want to be part of one of Dorset's most thriving wedding shows?

If the answer is yes, great! Complete the [Booking Form](#) post-haste and get it back to us via email, facebook or using Royal Mail's finest.

Still got questions? No worries, drop us a line and fire away.

Please note, no bookings are confirmed until you have received, and paid, your invoice but the sooner you get in touch, the more likely we'll have space in your category so don't delay.

