

EXHIBITOR OPPORTUNITIES 2021

This document pertains to shows at both the Abbotsford Clarion Hotel and Conference Centre AND the Cascades Casino Resort in Downtown Langley.

The Fraser Valley Wedding Festival is committed to partnering with our Exhibitors to help make your presence at our events as fun, effective and profitable for you as possible. This may be our first show at the Clarion Hotel and Conference Centre, but we have MANY years of experience in the event planning industry, and we know how to put on a show! Please read the following carefully, even if you've exhibited with us before, as there is new information pertaining to the show being hosted at the Clarion Hotel and Conference Centre.

SHOW FACTS

- Now in our 15th year and hosted THREE times a year!
- Solid track record with a large venue, the Cascades Casino Resort in downtown Langley, which received some major upgrades and a full redecoration AND our new partnership with the Clarion Hotel and Conference Centre in Abbotsford, which has also undergone a full transformation.
- Steady increase year-over-year of not only attendees, but also Exhibitors.
- Marketing via web, social media, posters, and conventional media across the Lower Mainland and Fraser Valley.

COVID-19 PROTOCOLS

The safety and comfort of our attendees, exhibitors and staff is of utmost importance to us. As the Province of British Columbia makes changes to the regulations around public events, we will take our cues from the Provincial Health Officer in terms of any protocols we may need to have in place. (I.e: sanitizing stations, masks, social distancing, directional signage for traffic flow). More information on the specifics of these protocols will be sent out to our exhibitors and attendees as we get closer to the show date, and current regulations can be followed. We tend to err on the side of caution and safety.

BOOTH PRICING

Our show for September 2021 will have 49 booths! Booths come in two sizes, 4x8 foot, and 8x8 foot. Visit our website at: <http://www.fraservalleyweddingfestival.com/exhibitors/information-for-exhibitors/> to download the floor plan.

EXHIBITOR BOOTH PRICING SUMMARY FOR SEPTEMBER 2021

| Item | Regular Pricing (+GST) May 2021 - September 24th, 2021 |
|----------------------------|---|
| 4×8 Booth | \$375 CAD |
| 8×8 Booth | \$475 CAD |
| Handmade Marketplace Table | Not available at this location. |
| Electrical Drop for Booth | \$30 CAD |

ADDITIONAL PRICING FOR CASCADDES CASINO LOCATION SHOWS IN NOVEMBER 2021 AND APRIL 2022

| Sunday, November 7, 2021, at the Cascades Casino Resort, Langley | |
|---|------------------------|
| Item | Regular Pricing (+GST) |
| 4×8 Booth | \$375 CAD |
| 8×8 Booth | \$475 CAD |
| Handmade Marketplace Table | \$175 CAD |
| Electrical Drop for Booth | \$30 CAD |

| Sunday, April 3, 2022, at the Cascades Casino Resort, Langley | |
|---|------------------------|
| Item | Regular Pricing (+GST) |
| 4×8 Booth | \$375 CAD |
| 8×8 Booth | \$475 CAD |
| Handmade Marketplace Table | \$200 CAD |
| Electrical Drop for Booth | \$30 CAD |

Please note that your booth is not secured until we receive complete payment.

GIFT BAGS

All booth Exhibitors are required to contribute content for the gift bags. Bags are given at no charge to the first 150 couples (limit 1 bag per engaged couple) who enter the show. We pride ourselves on the impressive bag content offered, including significant coupon discounts, and special gifts. This is a fantastic publicity opportunity, as our gift bags have become a hugely-anticipated part of our show.

Qualifying Gift Bag contributions must meet the minimum value to each couple of \$25. For example, a small coupon card for \$25 off your services when purchasing a minimum order, etc., a small gift or object with an SRP of \$25 each, etc. Must submit 150 units by drop-off or mail by September 1st, 2021. We reserve the right to review all submissions.

DOOR PRIZES AND BOOTH DRAWS

Exhibitors are not required to contribute a door prize or booth draw, but it is strongly encouraged as an excellent marketing opportunity with high visibility. Please note that to be eligible, the minimum value must be \$50. All booth draws are drawn at the end of the show by show organizers, in order to gain maximum exposure and publicity. Winners need not be present to win. We reserve the right to review all Exhibitor prize submissions for appropriateness and suitability.

FASHION SHOW

Our interactive fashion show is unique, and allows attendees to get up-close and personal with the gowns and accessories. Professional models will be introduced at our podium, and then walk the show and mingle with our attendees, while wearing full hair, makeup, and accessories for bridal party wear. Gowns are provided by our exclusive bridal gown Exhibitor. This is also an excellent opportunity for makeup and hair artists, jewellery, and accessory retailers to create real connections and opportunities with our attendees. To participate in the fashion show, please contact coordinator Barb Nelson, at barb@fraservalleyweddingfestival.com, or call her at 604-328-0029.

SHOW SCHEDULE

To keep attendees engaged, (pun intended!) there is a steady stream of activity happening throughout the show, including a selfie station, booth passport system, the Interactive Fashion Show and more! Announcements are made from our central podium on the main stage. Our DJ will be playing music throughout the event and coordinating with lighting and other electronics on an ongoing basis. Show schedule is published on signage at the event and in our show program.

SPONSORSHIP

We have always prided ourselves on doing things a little differently than any other wedding event, and we also love to promote the Fraser Valley! Our couples are selective and creative, and love to work with both small and large companies to create something magical for themselves and their families, something that will last a lifetime. You can be a special part of their day by sponsoring a special event or location at the Festival. For more information about sponsorships, please see our website, at <https://fraservalleyweddingfestival.com/information-for-exhibitors/sponsors/>, or reach out to Heather or Barb for more information. Contact information is listed below.

As always, we look forward to working with you for yet another fantastic show! Please let us know if there's anything we can do to better support your business ALL YEAR ROUND!

REACH US ANY OF THESE WAYS

Show manager, show administration, setup and sponsorships, festival programming:

Barb Nelson cell: 602-328-0029 barb@fraservalleyweddingfestival.com

Social media, booth sales, exhibitor relations and sponsorships:

Heather Rodland cell: 604-258-8057 heather@fraservalleyweddingfestival.com

Show marketing, social media, and tech:

Peggy Richardson cell: 604-328-9480 peggy@fraservalleyweddingfestival.com

You can always visit our website, at FraserValleyWeddingFestival.com