

# Fraser Valley Wedding Festival

## Tips on How to Prepare for a Show

### 1. Table Display:

- Table Dimensions: 72 inches x 30 inches
- Table top is covered in white linen; skirting around the table also white linen
- (provides covered storage under the table)
- Chair provided (1 or 2)
- Location: Ballroom Foyer

### 2. What to Bring

- Company Sign: A banner along the front or a sign positioned on the table; the sign should say 'who you are' and 'what you do'
- Product samples
- Order Sheet (or direct to online ordering)
- Brochure/Business Card: Product/Pricing info, contact info including website and social media
- Lead Generation: Collecting names and contact information from potential customers
- Raffle Draw: Bring a nice prize that can be won by an attendee; attendees to fill out a ballot where they have to put their first name, last name, email address, and phone number. This is a good way to engage in conversation and lead into talking about your products.
- Lead Sheet: Have potential buyers fill out their contact info on a sheet you have available (ie customers who want more information)

### 3. Table Set Up:

- See ideas from Pinterest
- Overlays/texture
- Use of color (flowers)
- Different elevations on the table
- Lighting (mini battery operated fairy lights)
- Ikea, Dollar Store – great places to source items (does not have to be expensive to look fabulous)
- Could have light music playing in the background

### 4. Show Day Set Up:

- Will be open to exhibitors for setup by 9:30 am
- Have someone to help you transport your items from the car to upstairs in the Ballroom (elevator available) or use a little wagon to haul everything in one trip
- Show opens to the public at 12:00, and closed at 4:00
- Chair is available, but you can stand as well.
- Bring water; gum, wear comfortable shoes, hand sanitizer on the table
- If you are solo, ask your booth neighbor to watch your booth if you have to take a bathroom break
- There's a Starbucks downstairs as you enter the Convention Centre
- Move Out: Exhibitors are allowed to pack up at 4:00