

## EXHIBITOR OPPORTUNITIES 2020

The Fraser Valley Wedding Festival is committed to partnering with our Exhibitors to help make your presence in our event as effective and profitable for you as possible. We've added new resources this year to help you accomplish your business goals! Please read the following carefully, even if you've exhibited with us before, as several things have changed.

### Show Facts:

- Now in our 15<sup>th</sup> year! This year, special events will be scheduled to celebrate our anniversary!
- Now twice a year, April and November.
- Solid track record with a large venue, the Cascades Casino Resort in downtown Langley, which is almost complete several major upgrades, and a full redecoration.
- 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.

### Handmade Marketplace

Over a year in development, we were proud to host the Handmade Marketplace at our 2019 Fraser Valley Wedding Festival Winter Wedding Wonderland! This space is different from our standard booths;

- Only allowed for handmade items, made by the Exhibitor who displays them<sup>1</sup>. Perfect for fashion accessories, handmade food products, custom wedding invitations, and so on.
- Smaller 6-foot table space, not a full booth as in our main ballroom. No backdrop or side panels between tables.
- Marketplace Vendors are not eligible to submit marketing items to our Bridal gift bags.
- Marketplace Vendors are not featured individually in our social media. The Marketplace is advertised as a whole.
- Marketplace Vendors are eligible but not required to submit a door prize, the same as our regular booths.

### Booth Pricing

Our show for November 2019 will now have even more booths! Booths come in two sizes, 4x8 foot, and 8x8 foot, plus NEW 6' tables in our Handmade Marketplace. Please see our booth floor plan for locations. (Go to: <http://www.fraservalleyweddingfestival.com/exhibitors/information-for-exhibitors/> to download.) Note that numbering has changed, so your favourite booth may now have a new number.

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<sup>1</sup> May include partners. This rule is meant to exclude resale of manufactured items. Items that have been modified are acceptable, for example vintage fashion items with new embellishment, etc.

## EXHIBITOR BOOTH PRICING SUMMARY FOR SPRING 2020

Get the Spring Early Bird price on your Fall booth, when you pay for both by December 31, 2019. For details, please see Booth Sales rep Heather Rodland, [heather@eventsplusmanagement.com](mailto:heather@eventsplusmanagement.com), or at 604-258-8057.

Item	Early Bird Pricing (+GST) Valid Until Dec 31, 2019	Regular Pricing (+GST) Jan 1 – April 5, 2020
4x8 Booth	\$300 CAD	\$350 CAD
8x8 Booth	\$400 CAD	\$450 CAD
Handmade Marketplace Table	\$175 CAD	\$175 CAD

## EXHIBITOR BOOTH PRICING SUMMARY FOR FALL 2020

Item	Early Bird Pricing (+GST) Valid Until July 31, 2020	Regular Pricing (+GST) Aug 1 – Oct 31, 2020
4x8 Booth	\$325 CAD <i>(Pay only \$300 when you pay for both Spring and Fall by Dec 31 2019!)</i>	\$375 CAD
8x8 Booth	\$425 CAD <i>(Pay only \$400 when you pay for both Spring and Fall by Dec 31 2019!)</i>	\$475 CAD
Handmade Marketplace Table	\$200 CAD <i>(Pay only \$175 when you pay for both Spring and Fall by Dec 31 2019!)</i>	\$200 CAD

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

## 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, 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 must be present to win. We reserve the right to review all Exhibitor prize submissions for appropriateness and suitability.

## Gift Bags

All booth Exhibitors are required to contribute content for the Bride gift bags. Bags are given at no charge to the first 150 Brides or Grooms (limit 1 bag per engaged couple) who enter the show. We pride ourselves on the great 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. Sorry, Marketplace Vendors are not eligible for this marketing opportunity.

**Qualifying Gift Bag contributions must meet the minimum value to each Bride of \$25.** For example, a small coupon card for \$25 off your services, a small gift or object with an SRP of \$25 each, etc. Must submit 150 units by drop-off or mail by March 15th 2020 for the Spring show, and October 15th 2020 for our Winter Wedding Wonderland. We reserve the right to review all submissions. Feel free to get creative! For example, if you want to draw greater attention to your coupon, you may tie ribbons to it, add a pompom... go crazy!

## 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](mailto:barb@fraservalleyweddingfestival.com), or call her at 604-328-0029.

## Show Schedule

To keep attendees engaged, there is a steady stream of activity happening throughout the show, including the Makeup Game, our Cake-Off, the Interactive Fashion Show, and more. Announcements are made from our central podium on our small 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. Please ask for details.

## Sponsorship

We have always prided ourselves on doing things a little differently than any other bridal event, and so do our Brides. We also love to promote the Fraser Valley! Our Brides 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 talk to Heather Rodland, at [heather@fraservalleyweddingfestival.com](mailto:heather@fraservalleyweddingfestival.com), or call her at 604-258-8057.

**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 administration, setup and sponsorships, festival programming:**

**Show Manager:** Barb Nelson                      c: 602-328-0029  
[barb@fraservalleyweddingfestival.com](mailto:barb@fraservalleyweddingfestival.com)

**Booth sales:** Heather Rodland                      c: 604-258-8057  
[heather@fraservalleyweddingfestival.com](mailto:heather@fraservalleyweddingfestival.com)

**Show marketing, social media, and tech:** Peggy Richardson                      c: 604-328-9480  
[peggy@fraservalleyweddingfestival.com](mailto:peggy@fraservalleyweddingfestival.com)

You can always visit our website, at [FraserValleyWeddingFestival.com](http://FraserValleyWeddingFestival.com)