

The Wedding Show

-SUMMER EDITION-
July 21, 2019

Exhibitor Checklist

| ADVANCED REGISTRATION | DUE DATE | COMPLETED |
|---------------------------------|------------------|-----------|
| Returning Exhibitor Application | February 1, 2019 | |

| REGISTRATION | DUE DATE | COMPLETED |
|--|-------------------|-----------|
| Exhibitor Application** | July 6, 2019 | |
| Deposit - 50% Deposit required | With Registration | |
| Advanced Equipment Rental– <i>save money by ordering in advance!</i> | July 5, 2019 | |
| Directory Advertising | June 21, 2019 | |
| Sponsorship Opportunities*** | Ongoing | |
| Final Payment | June 28, 2019 | |

| TIPS FOR YOUR BEST EXPERIENCE | COMPLETED |
|---|-----------|
| Connect –Provide the Link to The Wedding Show – Summer Edition through email, website, and social media communications | |
| Create a Call to Action –Provide a show-only offer as an incentive to visit your booth, or exclusive rates for customers who contact you following the show. Prior to the show give sneak previews of what you're planning to exhibit! | |
| Unique Booth Experience – Make your booth welcoming and eye catching. | |
| Give out Information – On products, services, and how to contact you. | |
| Contests and Prizes –Hold simple contests and give prizes as a way to draw attention to your booth and engage with attendees. | |
| Sponsorship *** –Increase your visibility by taking advantage of unique sponsorship opportunities. | |
| Advertisement –Attendees refer to the Show Directory throughout the year. Choose advertising options in this valuable resource for long term recognition. | |

**Registration is still accepted after July 6, 2019 but entry into the show cannot be guaranteed.

***Contact Jessica Uecker at Jessica.Uecker@pmiwi.com or 920-405-1163 to learn more about sponsorship opportunities.