

The Wedding Show

-WINTER EDITION-

Exhibitor Checklist

ADVANCED REGISTRATION	DUE DATE	COMPLETED
Returning Exhibitor Application*	June 15, 2018	

REGISTRATION	DUE DATE	COMPLETED
Exhibitor Application**	January 4, 2019	
Deposit - 50% Deposit required	Registration Date	
Advanced Equipment Rental – <i>save money by ordering in advance!</i>	January 4, 2019	
Directory Advertising	December 21, 2018	
Sponsorship Opportunities***	Ongoing	
Final Payment	December 21, 2018	

TIPS FOR YOUR BEST EXPERIENCE	COMPLETED
Your opportunity isn't only during the show. Connect with customers both before and after as well!	
Connect – Provide the Link to the Winter Wedding Show through email, website, and social media communications www.reschcenter.com/events/detail/the-wedding-show	
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.	
Build Connections – Utilize the Registered Brides List, provided exclusively to exhibitors, to connect with attendees.	
Participate in the Event Spotlight Features – We will be advertising spotlight features at the show to attendees – make sure you are part of them! Contact the coordinator about the following: <i>Fashion Show, Photography Gallery, Wedding Trend Displays, Hourly Door Prizes, Cake Dive Prizes.</i>	
Sponsorship*** – Increase your visibility by taking advantage of unique sponsorship opportunities.	
Advertisement –Attendees refer to the Wedding Show Directory throughout the year. Choose additional advertising options in this valuable resource for long term recognition.	

*Be sure to register by June 15, 2018, to reserve your exhibitor space from the previous Wedding Show – Winter Edition.

**Registration is still accepted after January 4, 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.