

*Wedding Extravaganza*  
*2013*

EXHIBITOR INFORMATION

**SHOW TIMES**

**Saturday January 19<sup>th</sup>**

**&**

**Sunday January 20<sup>th</sup>**

**10:00 am-5:00 pm**

**[www.weddingshows.com](http://www.weddingshows.com)**

**contact [nancyc@weddingshows.com](mailto:nancyc@weddingshows.com)**

**519-978-0676**

## WEDDING EXTRAVAGANZA 2013 IMPORTANT DATES AND TIMES

### SETUP INFO

Friday January 18th from 10:00 a.m.-9:00 p.m.

**IMPORTANT NOTE: WEDDING WONDERS ROOM 4 EXHIBITOR'S SETUP TAKES PLACE FROM 4:00 P.M.-9:00 P.M. ONLY**

**ALL EXHIBITORS WILL BE ASKED TO LEAVE BY 9:00 P.M. AND DOORS WILL BE SECURELY LOCKED TO ALL BANQUET HALLS**

No exhibitor setup on Sat. January 19<sup>th</sup> unless approved by Nouveau Event Planning. Only last minute booth details are to take place at this time. All exhibitors must be moved in during the allocated time on Friday. Sat. January 19 and Sun. January 20-Doors open to exhibitors at 9:00 a.m. each day.

### SHOW HOURS

Saturday January 19<sup>h</sup>-10:00 a.m.-5:00 p.m.

Sunday January 20<sup>th</sup>-10:00 a.m.-5:00 p.m.

### BREAKDOWN

**IMMEDIATELY FOLLOWING THE SHOW ON SUNDAY.**

Please do not remove anything from your booth or the building until 5:00 p.m. Sunday.

### CURTAIN/TABLE SKIRTING COLOURS

Front Foyer-White Curtains, Tables-White top and skirts

Main Hall-Black Curtains-Tables-Black top and skirts

Lower Level-Wedding Wonder Room I & II-Black Curtains, Tables Black Top and Black skirts

Lower Level-Wedding Wonder Room III & IV-White Curtains, Tables White Top, White Skirt

Lower Level Hallway-Black Curtains, Tables Black Top and Black Skirts

**Posters will be provided to store front locations only. Postcard advertising will be provided to all exhibitors. Couples can get their \$2 off show admission coupons by registering online at [www.weddingshows.com](http://www.weddingshows.com)**

Service changes or orders must be made no later than Dec 19<sup>th</sup> 2012 by calling 519-978-0676 or email [nancyc@weddingshows.co](mailto:nancyc@weddingshows.co)

**\*\*On setup day only 8' long skirted tables will be available. Hydro will not be available on setup day Premium pricing is charged on setup day for 8' tables and must be paid for in cash before delivered to your booth.**

The Caboto Club has wireless Internet service that all exhibitors' can access from their booth space. If you have bringing in a computer to use in your booth area remember to order hydro.

There will be 2 check-in areas for the convenience of all our customers on setup day. Upstairs exhibitors should check in at the entrance of the Main Hall. Lower Level exhibitors can check in along the hallway area just outside of Wedding Room 1.

The Caboto Club offers their traditional lunch during show hours in the lower level. The Members Bar area offers a restaurant serving wonderful thin crust pizza. This bar area is available for Exhibitors use. There is also a quiet library room just off the Members bar that is available for your use.

**Nouveau Event Planning will offer complimentary Valet parking to show attendees from the Parent Avenue doors. We remind exhibitors that this service is for the sole purpose of customers attending the show. First Class Valet will not be liable to hold onto keys of exhibitors that stay at the Caboto Club after it closes at 5:00 p.m. each evening. Exhibitors are asked to park to the parking lot east of the Caboto Club leaving the main lot open for the attending public. STAFF PICKING UP EXHIBITOR PASSES ON SHOW DAYS SHOULD ENTER THE PARENT RD ENTRANCE. ALL EXHIBITOR PASSES LEFT BY BUSINESSES IN OUR CARE TO DISTRIBUTED WILL BE HELD AT THIS ENTRANCE ONLY.**

**EXHIBITOR BADGES-You DO NOT have to contact our offices to order exhibitor passes for your staff working your booth. You can simply pick these up on setup day at one of our check in desks when you arrive.**

## **EXHIBITOR RULES AND REGULATIONS-WEDDING EXTRAVAGANZA '13**

1. Soliciting of business for any other business other than that named on the contract is strictly prohibited. BOOTH SHARING IS PROHIBITED. This includes the distribution of other businesses pamphlets, business cards, display of floral arrangements or display of product. It is to the benefit of each paying exhibitor to follow this rule. Nouveau Event Planning would be more than happy to provide you with business booked into the Wedding Extravaganza show that can assist you with your booth rental, décor or floral arrangement needs.

Please inform a Nouveau Event Planning staff immediately if you are approached or solicited by anyone in attendance at the show for any business purpose. We want your selling environment to be a comfortable one for you and do not want you bothered by any outside sales people. No one is allowed to take pictures of booths within the show without consent from Nouveau Event Planning. Please consult our staff if pictures are being taken of your area and you have not given consent.

2. Absolutely no other advertising supplement or magazine can be handed out at the show besides Wedding Bells Magazine or The Wedding Extravaganza Directory without prior consent of Nouveau Event Planning. This ensures that your competition that is not in the show is not benefiting from the show in indirect ways. Once again Nouveau Event Planning will secure the services of parking attendants to ensure that there is no flyer distribution on cars in the parking lot.

3. Business must be conducted within your booth space only. The distribution of pamphlets on cars, in hallways or aisles is prohibited. It is important to create a pleasant shopping experience for the customer. Aggressive sales people in aisles do not make for a comfortable experience for your neighbors or the consumer. EXHIBITORS MUST ALLOW FOR THE FREE FLOW OF TRAFFIC IN FRONT OF THEIR BOOTH IN ORDER TO ADHERE TO FIRE REGULATIONS AS WELL AS TO MAKE FOR A COMFORTABLE EXPERIENCE FOR YOUR NEIGHBOURS. PLEASE MAKE SURE WHEN SETTING UP YOUR BOOTH YOU HAVE ROOM FOR ATTENDEES TO DO BUSINESS WITHIN YOUR BOOTH SPACE. Also be cordial on set up day of not loading an empty neighbors' booth with your materials as the odds are they will be in right behind you to set up.

4. Booths must be setup within the boundaries of their rented space. We expect with the number of attendees that are projected for each day, it will be important to have free and clear aisles. Any exhibitor whose booth exceeds their boundaries will have their merchandise pushed back by Nouveau Event Planning staff before the show opens Saturday morning.

5. EXHIBITORS ARE RESPONSIBLE FOR THEIR OWN SETUP AND SUPPLIES FOR SETUP. PLEASE REMEMBER TO PACK PINS, STAPLERS, EXTENSION CORDS, POWER BARS, TAPE, SCISSORS, LADDERS ETC. THESE

SUPPLIES WILL NOT BE AVAILABLE ON SITE. If you have ordered hydro you will get one plug. It is your responsibility to bring additional extension cords and power bars needed.

6. Exhibitors are asked to check in upon setting up their booth space so that we can direct you to your booth location. A check in table will be situated right at the front of the entrance to the main hall for upper level exhibitors and in the hallway outside of Wedding Wonders Room 1 for lower level exhibitors.

7. Standard booth height allowance is 8' If you erect signs/decor higher than this height and your neighbor abutting your booth complains you will be asked to take your display down to the 8' height standard. All signs displayed in your booth must be professionally made or output by computer. Handwritten signs will not be allowed. Signs may not be attached to the curtains with glue or staples. Please use fishing line, thin wire or pins to hang. EXHIBITORS WHO DAMAGE CURTAINS BY PUTTING HOLES THROUGH THEM OR USING ADHESIVE WILL BE BILLED FOR DAMAGES BY FESTIVAL TENT RENTAL. EXHIBITORS WHO WEIGH DOWN THEIR CURTAINS WITH TOO MUCH WEIGHT WILL BE RESPONSIBLE TO DAMAGES CAUSED BY THE COLLAPSE OF THESE TEMPORARY STRUCTURES.

8. Automobiles displayed within the exhibition area must be equipped with locking gas caps, batteries must be disconnected, brakes locked, tires placed under tires and drip pans in place. Limousine parking outside the front doors must follow the plan provided. Cars that will be coming into the actual hall must be at the ramp on the Thursday before the show at 10:00 a.m. Cars must be moved out of the hall Sunday evening.

9. Exhibitors can move in & out from the main entrance (Elevator is located here) or from the 2 Parent Ave Entrances. Once you have moved in we ask you move your car or truck into the parking lot so others will have easy access to this area. The larger outdoor car/truck elevator is also available for move out on Sunday if requested. PLEASE PARK YOUR CARS TO THE EAST SIDE LOT ACROSS FROM THE CABOTO CLUB DURING OPEN HOURS SO THAT ATTENDEES COMING TO THE SHOW HAVE CONVENIENT PARKING.

10. ALL OUTSTANDING BALANCES MUST BE RECEIVED BY DEC 15TH. Final invoices will be delivered to your business the first week of December. PLEASE MAKE YOUR CHEQUE PAYABLE TO NOUVEAU EVENT PLANNING AND RETURN C/O NOUVEAU EVENT PLANNING, 1280 WOODMONT CRES, LASALLE, ON, N9J 3H9. Since the show is normally sold out by mid December and there may be a waiting list it is imperative that no balances remain after December 15th as per your signed contract. No exhibitor will be allowed access to the mailing list until all outstanding balances are cleared.

11. The show will open each day promptly at 10:00 am and close promptly at 5:00. You are expected to conduct business only within your booth space during this time with no set up or tear down taking place. It has been proven that some of the most serious shoppers at trade shows are the last ones in the building. Please adhere to these show open times with professionalism and insurance risk.

12. The Caboto Club is equipped with a state-of-the-art motion detector system. This system is activated each night once the show is closed and NOUVEAU EVENT PLANNING staff departs from the building. No exhibitor will be allowed to his booth before 9:00 each morning. EXHIBITORS MUST BE IN ATTENDANCE AT THEIR BOOTH FROM THE COMMENCEMENT OF SHOW HOURS UNTIL THE EXHIBITION IS CLOSED DAILY. The Caboto Club and Nouveau Event Planning are insured against public liability and property damage arising out of the conduct of the show. All exhibitors should check with their insurance company to make sure their goods are covered by insurance once you leave your business premises. Your goods must be covered under your own insurance policy for loss or damage. All participating companies should also insure they are covered for liability insurance when participating in trade shows. Nouveau Event Planning does have a lock area that exhibitors can use upon request. It is a good idea to lock up televisions and valuable. Please talk to our staff upon checking in to make these arrangements.

13. Door prize draws, aisle prize draws and the Grand Prize will be drawn beginning at 4:30 on Sunday from the front entrance of the main hall. Exhibitors are asked to bring their booth draw boxes (if you have one) to

this area at 4:30. Once the winner for each prize is drawn the exhibitor will contact the winner directly and make arrangements for the retrieval of the prize won.

14. It is important that when using photos to display your work, the photos used are actual pictures of your own work and not that of someone else. Misrepresentation of exhibitor's work is not acceptable by Wedding Extravaganza Standards. EXHIBITORS ARE ASKED TO REFRAIN FROM TAKING PICTURES OF OTHER BOOTHS WITHIN THE SHOW. No video equipment or cameras are allowed into the show without the permission of Nouveau Event Planning. This rule also applies to customers coming through the show. Nouveau Event Planning will have authorized personnel taking pictures at the show for our own website use.

15. Nouveau Event Planning prides itself in our high standards to produce a first rate professional show. We expect exhibitors who are associated with the show to carry out business in the same manner. It is important that exhibitors participating carry out their obligations after the show once their services have been booked. Repetitive customer complaints towards specific businesses in the show will result in the cancellation of those exhibitor's booth spaces in the future.

16. Contests within the exhibitor's booth must be clear-cut in nature. Financial obligations in order to obtain a so called prize are unacceptable. A prize must be a straight giveaway with no strings attached.

17. No exhibitor will be allowed into the exhibit area during show hours without an exhibitor pass. Exhibitor passes will be issued at setup time on Friday. Please check in upon your arrival on Friday in order to receive these passes. Each exhibitor will be allowed up to 4 passes unless alternate arrangements are made with Nouveau Event Planning upon checking in. Nouveau Event Planning understands that some businesses have a number of sales reps that work their booth over the weekend and exhibitor passes will be accommodated for these businesses. If you will not see your staff when you pick up your passes on Friday your business name and staff name can be put on the pass and left with Nouveau Event Planning. Please instruct your staff to pick up these passes from the PARENT AVE DOORS ONLY ON SATURDAY OR SUNDAY.

18. Each exhibitor will BE ABLE TO DOWNLOAD FROM OUR WEBSITE a full mailing list of all the brides/grooms who register at the show. No exhibitor is allowed to share or sell this mailing list to any other business as per your signed contract. Exhibitors are not allowed to use this list to promote multi vendor wedding events, open houses or shows. This rule is strictly enforced and will result in the cancellation of booth space for future shows if breached. Any exhibitor who has an outstanding balance with Nouveau Event Planning will not be allowed access to the mailing list.

19. WHITE curtains for main floor exhibitors are only available if pre-ordered and if curtain colour does not infringe on your neighbor's booth. Booth curtaining is setup as standard exhibition style pipe and drape. Backdrop curtaining is 8' high and side curtains separating you from your neighbor are 3' high. Booths that back onto a corner will have one 8' high sidewall as well. Pictures and signs can be hung from backdrop pipe by using fishing line or thin wire. This must be done carefully and without putting too much weight on the temporary structures. It is the exhibitor's responsibility to incur damages resulting in misuse and abuse of hanging items on these temporary structures. 8' high walls for side walls are discouraged as they block the view of your neighbor's booth and block you in as a business so that guests can only see you when they walk by and not as they are approaching your booth. We ask all exhibitors to take serious consideration of this. The Caboto Club/Nouveau Event Planning strictly supervises any lighting or objects hung from the ceiling and can ask for these items to be removed if they feel damage to the building or risk to the public is involved. Exhibitors will be charged by the Caboto Club for any damage that may occur.

20. ADDITIONAL BOOTH SERVICES-Please check your invoice for services ordered to date. Additional services must be ordered through our office no later than WEDNESDAY DECEMBER 18th 8' Tables ordered at the show will be subject to premium pricing. ONLY 8' TABLES WILL BE AVAILABLE ON SET UP DAY. Hydro access is not available on setup day if it has not been pre-ordered

21. If you encounter any problems when setting up or during the show our staff is on hand to help. Please let us know if you encounter a problem and we will do our best to resolve the issue for you.

22. Exhibitors are encouraged to eat in the members bar, quiet area and pasta luncheon area downstairs. Please refrain from eating caterers/banquet halls and bakeries samples they have prepared for customers at the show.

23. Refrigeration is available nightly for florists, food service businesses and bakeries that may need it. Please consult with our staff when setting up.

## **TIPS AND TIDBITS TO MAKE WEDDING EXTRAVAGANZA A BUSINESS SUCCESS**

### **Make Your Display Eye Catching**

You may have only a few seconds to make a good first impression. Make your display inviting and bring customers into your booth. By placing a table across the front of your space you are often wasting valuable booth space. Place the table to the side or back of your booth and this will make for an area where the interested couple can come INTO your booth and talk to you. Make sure the customer knows exactly what you are selling when they walk by your booth. Making your booth different and exciting is always a good idea...how about live models, beverage taste testing, food samples, throw the garter contest, a chef cooking, a live photo shoot. All these creative ideas will pull the customer right into your booth.

### **Present Yourself Professionally**

You and your staff's attitude should be warm, inviting and enthusiastic. Brides and grooms are looking for someone they trust and connect with and will feel comfortable working with on their important wedding day. Have a well thought out sales presentation and be ready to answer many questions. Your future customer will appreciate a professional personal presentation from you. Smoking eating and drinking in your booth area are not always perceived as professional so keep in mind that there are special areas offered to exhibitors for these purposes.

### **Have a Professional Promotion Piece**

Make sure the couple has information about your business with them before they leave the show. Point out your ad in the show's directory or give the couple a hand out. Advertising pieces handed out at wedding shows are normally kept by couples until after they are married. A give away from your booth will also work well to attract people to your area. The more exciting the giveaway the larger the crowds you will attract.

### **Facebook/Twitter**

Make sure to let your social media friends and customers know you are going to be at the show, create a buzz and give them a reason to come to your booth. Make sure to forward Nouveau Event Planning and news, coupons, special promotions or pictures you want us to post on our Facebook Wedding Shows Windsor Like page...people are following us to take advantage of this service

### **Don't Sit Down**

Always appear interested and ready to assist your potential customer. Don't make your customer feel that they are interrupting you. Make sure that your booth is sufficiently staffed especially during peak periods and during times when staff will need breaks. Turn IPADS and cell phones off when conducting business in the show...they can be distracting toys when customers are walking by and will make you look disinterested to potential customers.

### **Qualify The Bride/Groom**

All registered couples coming through the show will have a Bride or Groom sticker on with the year they are getting married. This is a great starter for you. Determine the date they are getting married and their needs quickly. If you are not available you have disqualified them quickly...if you are available, you can begin your professional sales presentation or make an appointment with them.

### **Use Your Time Wisely**

Make as many appointments as possible.

During peak hours many couples may just walk by your booth if you are engulfed with a customer. Try to make appointments with interested couples and at that time you can make a more extensive sales presentation. Taking too much time with one prospect may mean many more are walking by your booth space.

### **Follow Up**

The leads you acquire at the show and the mailing list provided to you after the show are valuable. Have a plan in place to follow up on leads as soon as you leave the show. Don't wait a couple months to call, email or mail attendees. If you wait these prospects have probably already become someone else's customer.

### **Don't Arrive Late and Don't Pack Up Early**

Allow plenty of time to prepare your booth. The last hour of the show when crowds have dissipated is often when the serious customer is still lingering to make final decisions. Don't ever begin packing up until the last customer leaves and the show is officially closed.

### **Be Patient**

Do not expect to walk out of the show with a fistful of orders. Many attendees are only gathering information to review later. You need to evaluate a show 6 months after you have participated in yet. Many exhibitors will see results up to 2 years after participating in a wedding show and remember your success at the show is often connected to the way you follow up after the show.

### **Track Your Leads**

The only technique to determine which of your marketing vehicles is most effective is to ask each of your customers how he or she found out about your business.

### **Support the Shows Marketing Efforts**

Make sure to place posters in predominant areas, hand out advertising for the show and talk up the show to your customers. Your investment in making the show a "must go" to for couples getting married will pay off in the long run. If you are advertising before the show make sure to add a "blurb" which tells your customer you will see them at the show. A recent study showed that top lead-producing companies at exhibitions found that they all had one thing in common: they all engaged in pre-show promotion.

### **Network with Other Businesses**

This is your opportunity to meet other business people in your wedding market area. The close relationships that businesses have within this industry are often an important link to success. Many wedding businesses like to work with each other on a referral basis. Even your competition can become one of your best referral sources. Competitors will often work together to refer business back and forth on dates that they are already booked.

### **Don't Hesitate To Contact The Show Producers For Help and Suggestions**

We at Nouveau Event Planning have been producing shows in the Windsor Area for over 24 years now. We are always more than willing to help you out with any pre-show planning suggestions. Don't hesitate to call us once, twice, or three times. You are our customer and we are there to help you.

### **FINALLY...JUST HAVE FUN AND ENJOY THE EXPERIENCE**

Exhibitions like this can make your business's bread and butter for the next year or two. Look forward to the show with anticipation and excitement and enjoy the experience while you are there. Your enthusiasm will be contagious and just what the excited engaged couple will be looking for during this happy time in their life.