



Dear Wedding Vendor:

We, Lisa and LeeAnn, along with all of our sponsors, invite you to join us as we introduce local brides to wedding vendors from the North Texas area. Here is your chance to showcase your goods and services to North Texas couples. Don't miss this opportunity to participate in the Denton Bridal Show.

Note: All Vendor booth rentals, ad purchases, and add-ons are Non-refundable and Non-transferable.

Timeline

The event is Saturday, January 15, 2022 at Monroe Pearson, 421 E. Oak St, Denton, TX 76201 from 9 a.m. To 2 p.m. This is a long day so please bring yourself a snack or a sack lunch. The Denton Bridal Show is providing food *exclusively for bridal show workers and volunteers*. The food provided by caterers is intended for *brides and attendees only*.

There will be a \$10 admission fee for attendees. This fee will include one raffle ticket. If they pre-register online before 11:59 p.m. on January 14th, then their registration will include 2 raffle tickets. There will be free Valet parking for attendees and vendors.

Set Up & Tear Down

Set-up...Friday, January 14th between 11 a.m. to 4 p.m.. If for some reason you are unable to set-up on Friday, then you may set-up Saturday, January 15th between 7 a.m. to 8:30 a.m. The building will be secured and locked at 5 p.m. on Friday, so your items will be safe overnight. **If you don't plan to set-up on Friday, please send us an email to let us know.**

We will have some men and **may have some** push carts available to help you carry in your items, but please be aware they will be on a first come first served basis. You will be allowed to unload in the area next to Monroe Pearson, and then you will need to move your car to a regular parking spot. If you have a push cart or dolly of your own please bring it.

Before you begin to unload, I recommend that you come in to find out where your booth is located to ensure that you unload near the entrance closest to your booth. Each booth will be labeled with the business name, or you can find a volunteer or staff member for help locating your booth.

You may arrive as early as 7 a.m. on the show day, but please make sure to be in your booth by 8:30 a.m. ready to greet brides promptly at 9 a.m.. There will likely be a line of brides out front waiting to get inside.

Tear Down...2 p.m. until 4 p.m.. Please don't break down early. Any vendor who breaks down early will forfeit their future ability to participate in the show.

Vendor Parking

Friday, January 14th: After you unload, you will need to park in a regular parking spot

Saturday, January 15th: Please utilize valet to park your car, as self-parking is located far from the building.

Booth Information

Only one business type is allowed in each single booth. Companies with multiple businesses will need to purchase a single booth for each business type or a double booth at minimum.

- Premier Booth (16' long x 8' deep) - \$1200 (6 available) – located in a prominent location and will also include social media feature with dedicated post and story and 5 Free Guest tickets to the show to raffle off.

- Double Booth on Stage (22' along the back of booth and 12' along the front of booth with one angled edge and one straight edge. 10' deep) - \$1000 (2 available) – located on the stage at the front of one of the Great Rooms, elevated about 1 foot off ground level.

- Double End-cap Booth (16' long x 8' deep) - \$1000 (4 available) – Located at the end of the pipe and drape sections in the middle of each Great Room. Prominent location but no electric available.

- Double Booth (16' long x 8' deep) - \$1000 – The area of two single booths to give you more space and visibility with brides.

- Single Corner (8' long opening x 8' deep) - \$700 (5 available) – These booths have the opening of a single booth, but they offer you the room to spread out and bleed into the adjacent corner.

- Single Booth (8' long x 8' deep) - \$500 (57 available) – Standard booth size.

- Single Booth in Balcony (10' wide x 6' deep) - \$400 (4 available) – Single booth located in the balcony area overlooking one of the Great Ballrooms. Ceiling height is only 8' high.

If you request an 8' table for your booth (\$25), 2 chairs (\$10), or complimentary black linen, then those will be waiting for you in your booth. Please refer to your PayPal/registration receipt if you're not sure whether you ordered any of the above items.

If you need to order a table, linen, and/or chairs after you complete registration for your booth, then you can email dentonbridalshow@gmail.com. We need a final count of tables, linens and chairs by Monday, January 10th, 2022.

Your booth space will be marked off by painters' tape. If you are against the wall then there will be a wall or windows behind you. If you ordered electricity for your booth, then you will be against a wall or window.

If you are in the middle of the ballroom, then there will be black pipe and drape behind you. There are not pipe and drape walls between booths, so plan your booth set-up accordingly.

The ballroom ceilings are well over 12' high (unless you rented a balcony booth) and the flooring is concrete. No carpeting will be provided for your booth; however, you are not required to have carpeting in your booth.

Please be considerate of other vendors' booth space and keep your decor to your allotted area. If you need to order additional linens, furniture items, or pipe and drape and want them delivered to the show, please contact "5 Star Rental" at info@5starrental.com or [940-320-9444](tel:940-320-9444).

Booth Decor

All booth decor must be free standing, and no items will be permitted to hang on walls or pipe and drape.

You may hang a banner in front of your table, but you must not use any pins or items that may rip holes in the table linens provided by the Denton Bridal Show. If you need to pin items to the linen, then please plan to bring your own table linen.

Any sort of free-standing decor or advertisement is allowed as long as it stays in the limits of your booth space.

Remember, that your booth is your first impression to these couples, so go all out and make it a good one!

Electricity

If you purchased electricity for your booth, your space will be along the wall or windows. Please be aware that while you will have an outlet near you, the Denton Bridal Show and Monroe Pearson **will not** provide extension cords, so please bring one of your own. We recommend a cord that is at least 25 feet long just to be safe.

If you need to add electricity to your booth, you may do so for an additional \$100 on or before Monday, January 10th, 2022. Please email to let us know you would like to add electricity, and we will contact you to arrange payment.

Raffle Prizes

Vendors are encouraged to do their own raffles/giveaways in their booth. We have a few grand prizes being provided and the raffle drawing for those prizes will be during the show, but brides will not be required to be present to win.

Social Media

Leading up to the show, please utilize social media, emails, phone calls, and other methods of communication to let your couples and followers know about this fun event! Please tag #DentonBridalShow and @DentonBridalShow on all of your correspondence or posts to help spread the word. It is up to all of us to make this event a huge success! In addition, if you have an open house event scheduled, we want to help you spread the word, so please let us know about any of your upcoming events! You can download and share our new promo video, as well as the walk-thru video we did prior to the show at the following link...

<https://drive.google.com/open?id=1Qqr5kFZY7yuzZz2Bh82-H2z7zZV11Yqm>

We will be doing several social media giveaways leading up to the show, and we would love to invite other vendors to partner with us! If your business would like to be a part of one of our giveaways and have an item(s) to contribute, let us know!

Examples of items that make a great giveaway would be: Gift cards of any kind, toasting flutes, monogrammed tumblers, Bride t-shirts, watercolor prints, Thank You Notes, calligraphy gifts, robes, luggage tags, coffee and mugs, etc.

Social Media Advertising

It is impossible for us to feature every vendor that is registered for the show on our social media leading up to the next show; however, we are offering the ability to purchase Ad spots if you want to guarantee that your business will be featured. You can purchase ad spots as an add-on to your booth registration, or separately under the "Ad Sales" tab at our website. All content must be approved by the Denton Bridal Show to ensure that it matches our aesthetic and brand. We will work with you to ensure your post/ad will really look great.

Ad options are:

Instagram/FB Story - \$35 per post

Instagram/FB Post & Story - \$70 per post

Featured Blog, with Instagram/FB Post and Story - \$180 per blog

Content Approval and Process for an Ad

You will be working closely with our social media coordinator in selecting content for your purchased ad spot. You will NOT be paying for a takeover. You are paying for a custom post, story, or blog. Our social media coordinator will work with you to find images that match our aesthetic and brand without compromising the integrity of your brand and ad message.

You will be sent a content submission form to be filled out in accordance with the type of Ad spot you have purchased. Edits and suggestions will be sent to you for approval. The process of selection for photos will include submission of photos for our social media coordinator to choose from, suggest edits, or reject. Photos will need to be relevant to post content and easy to match to Denton Bridal Show aesthetic and curated social media feed.

New Vendor Referral Program

Get paid for referring vendors to the Denton Bridal Show! Vendors who register will now have an opportunity to tell us who referred them to the show on their registration form. For every new vendor that lists you as the person who told them about the show, you will receive a \$50 refund for your booth. Obviously, the referred business must be a first-time participant in the Denton Bridal Show. This is a great way to network and work alongside businesses that you love! Just send us a quick email if you want to be placed next to a particular business during the show.

Free Tickets for Vendors

Each business that has a booth at the show can give away a 2-pack of tickets (5 pack for premier vendors) to the January 15th Denton Bridal Show via Social Media to your own followers and brides! Between the dates of Dec 15th, 2021 and January 12th, 2022 tag @dentonbridalshow and use #dentonbridalshow in a post and story on your social media to give away a 2-pack of free tickets to the show! This is a great way to drive traffic to your own social media by having your followers tag their friends in order to win. When you select the winner, we will need the name, phone number and email of **the winner and each person they intend to bring with them**. Please email this info to dentonbridalshow@gmail.com by January 12th, so we can add all the ticket winners to the pre-registered attendees list at the door. If you do not send us the information of each of the attendees then they will not be on the pre registered spreadsheet for check-in.

Swag Bags

We will be providing "Swag Bags" to the first 200 brides who attend the show. If you would like to add something to the bags, this is a great way to reach out to every bride who attends, even if they don't visit your booth.

Items for the bags need to be some type of gift, promotion, sample, or coupon and cannot just be a business card.

If you would like to add something to the bags please email LeeAnn Widyn at dentonbridalshow@gmail.com with what you will be providing. All items for the swag bags need to be turned in or mailed to Denton Bridal Show at, 3509 Forrestridge Dr Denton TX 76210 by Wednesday,

January 10th, 2021. We have volunteers who will help us stuff the bags throughout the week leading up to the show!

After the show, we will email you a "Leads List" from the show. All follow-up to attendees after the show must be done using an email service such as Constant Contact, Convert Kit, or Mail Chimp, so recipients have the option to unsubscribe. In addition, we do not allow vendors to send blanket texts or messages through a messenger service, because the individuals will not have the option to unsubscribe.

Please let us know if there is anything else we can do to help you. We will see you in January!!

-Lisa & LeeAnn