

# THE BIG SOUTHWEST WEDDING FAIR

## EXHIBITOR PACK

Become a part of the Southwest's most talked about wedding event

Join 110+ professional wedding business owners

Meet enthusiastic engaged couples from across the Southwest



**WE LET THE STATS  
DO THE TALKING**

**700+**  
**COUPLES**

**2500+**  
**VISITORS**

**110+**  
**EXHIBITORS**

**14**  
**SHOWS**

**BOOK HERE**

GOODIE BAGS  
Wedding Businesses  
**Wedding Fair**  
ONLINE **ENGAGED COUPLES**  
CATWALK **Bridal**  
**Marketing** INVESTMENT  
COLLABORATION LIMITED CATEGORIES  
EXHIBIT WITH US **SOUTH WEST**  
TICKETS **Wedding Fair**  
DIGITAL CAMPAIGN  
COUPLES HIGH FOOTFALL  
**Connect**  
PRINT  
VIP



**Why**

**Exhibit?**

Meet 100's of engaged couples

Build brand awareness

Meet our visitors face to face

Capture data for potential bookings

Get involved with more opportunities

Sponsorship involvement

Mindfully managed categories

Various stand sizes for all budgets

Payment plans: Spread the cost

Overnight security for your kit!

Supplier area & refreshments

**BOOK HERE**

**"MEET HIGH QUALITY ENGAGED COUPLES WHO ARE ACTIVELY SEEKING BUSINESSES TO BOOK FOR THEIR BIG DAY! ATTEND THE SOUTHWEST'S MOST TALKED ABOUT WEDDING FAIR – BE SURE TO GET INVOLVED AND TAKE ADVANTAGE OF THE EXTENSIVE MARKETING OPPORTUNITIES FOR YOUR BUSINESS.**

- The Big Southwest Wedding Fair Team x

# Why Exhibit

We understand just how important it is to not only ensure that these events are worth your time and money, but knowing HOW to make them worthwhile by creating those all-important face-to-face interactions to convert leads to bookings. The Big Southwest Wedding Fair team are well known for providing professional, well organised, well-attended wedding fairs and have been running since 2013.

We've been organising successful wedding shows since 2013 and our reputation has grown at a fantastic rate. We provide consistent footfalls, fluently organised shows and all with a friendly atmosphere. We are proud to have built a trusting relationship with all of our suppliers and have grown an amazing TBSWWF family with thousands of businesses.



"The BSWWF has added huge value to my business. The team are an absolute pleasure to work with."  
– Dan Houghton Photography

We don't pull the wool over your eyes, the statistics we provide are to the point and honest. We share the visiting COUPLE NUMBERS to all of our suppliers looking to book in. We are always open and honest with our attendee numbers, because we are insanely proud of them being so consistently high.

We ensure that you are not positioned near competition at the event itself, a small detail it may seem, but it makes all of the difference. We also have a ratio we stick to for each category, we will never over populate your category to ensure you are given a fair chance at the event. We also vary the style, budget and location of each business too.

With small, yet effective changes over the last 10+ years of organising wedding fairs, we are confident that we have created the perfect schedule and time frame for shows to ensure a consistent and high quality and footfall for you.

**BOOK HERE**



# OUR MARKETING TACTICS

The Big Southwest Wedding Fair team are renowned for their extensive marketing strategies. After years of running stand out wedding fairs, we know and understand what works and what doesn't in order to ensure you have plenty of couples to chat with.

## **S O C I A L M E D I A :**

With our team of social media experts, we have a fluent social media presence and a jaw dropping run of successful advertising campaigns across social media platforms. We SPEND money on our advertising!

## **E M A I L & S M S C A M P A I G N S :**

With a jam packed amount of data from previous shows, sign ups via social media and also our website, we have a fantastic array of newsletters, event reminders and also regular inspiration to supply our lovely couples!

## **W E B S I T E :**

The website receives an enormous amount of traffic throughout the year, whether that is from suppliers enquiring to exhibit, couples looking for some inspiration or to find out more details about the next big event and then booking their tickets! The website is always popular, and we regularly update it to keep it fresh and on-trend.

## **P R E S S :**

We work alongside only the best online and print advertising companies. If you've seen a wedding magazine, trust us, we've been in it! We know what magazines work for us, which online directories and websites get the hits and are worthwhile for spending our marketing budget. After all, we are dedicated to getting as many couples through the doors of the event for you and your business!

## **R O A D S I D E B A N N E R S :**

We work with a fantastic company who know the "good spots" for roadside banners within a huge radius of the Showground. They work hard on ensuring the event is seen by thousands of passing public weeks before the event which encourages more footfall and captures those who may not be online often. Roadside banners are a fantastic reminder!

## **P R I N T E D L I T E R A T U R E :**

We hand out the Wedding Show guide, our event guide, to all of our couples at The Big Southwest Wedding Fair which has reminders for the next big fair to encourage them to return. The perfect opportunity to remind them of your business again if they hadn't yet gotten round to booking you!



# Stand Sizes

TAKE A LOOK BELOW AT THE AVAILABLE STAND SPACES AT THE BIG SOUTH WEST WEDDING FAIR.



6FT X 4FT



8FT X 4FT



10FT X 4FT



18FT X 4FT

## PLEASE NOTE

LARGER STAND SPACES AVAILABLE FOR VEHICLES, MOBILE BARS AND OTHER CATEGORIES WHO REQUIRE MORE SPACE. PLEASE SEE THE NEXT PAGE FOR PRICES OR GET IN TOUCH WITH THE TEAM FOR A BESPOKE QUOTE.

# Stand Prices



## DOWNSTAIRS

6ft x 4ft: £295+VAT 8ft x 4ft: £345+VAT

10ft x 4ft: £395+VAT 18ft x 4ft: £695+VAT

1 x Vehicle/Mobile Bar: £425+VAT 2 x £545+VAT 3 x £695+VAT

Private room: 6x6m: £875+VAT. 12x6m: £1375

For larger spaces: Please enquire for a bespoke quote

## UPSTAIRS

6ft x 4ft: £120+VAT 8ft x 4ft: £165+VAT

10ft x 4ft: £225+VAT 18ft x 4ft: £395+VAT

For larger spaces: Please enquire for a bespoke quote

## Additional

Electric: £22.50+VAT for downstairs pitches | £12.50+VAT for upstairs pitches

Table Hire: £7+VAT for a 6ft x 2ft trestle table (Chairs are free)

Goodie bag entry:

£80+VAT 800 literature items | £30+VAT physical items

Showguide Advert:

£30+VAT for 1/4 page £60+VAT for half page £120+VAT for full page

Showguide Ad Design: Optional at £25+VAT per advert

Banner advertising at event: £25+VAT for 6ft x 4ft | £50+VAT for 12ft x 4ft

Wifi: £25+VAT (If you do not book Wifi please organise your own).

**BOOK HERE**

**BOOK IN  HERE**



## What is included in your stand price

- Dedicated team on hand to answer any questions, offer advice and ensure your experience before, during and after the event is successful and well organised.
- Plenty of marketing opportunities across social media and more.
- Get involved with competition offers and be noticed more by our couples!
- Entry in our event guide "The Wedding Showguide", which is a full business listing so that you can be found after the event whilst couples look through, a great reminder!
- Unlimited coffee and tea during setup and event days in our private supplier room.
- Inclusion in the catwalk shows with occasion wear of any kind, accessories, bouquets, hair and makeup and more!
- Provide items for the inspiration areas such as the popular reception layouts, catwalk and main ticket entrance.
- A promise to not overpopulate your category to ensure a fair chance at the event. We stick to realistic ratios of each category, whilst also varying the style, budget and area of each individual business.

## Additional exposure opportunities

- Larger side rooms at the event available to hire. From 6m x 6m. Please enquire.
- Perform at your stand if you provide entertainment (Perfect for musicians, etc!)
- Sell products, food or drink over the weekend and recoup your stand costs before the weekend is already over!
- Fast Wifi available for card machine payments etc.
- Have your gowns, accessories, flowers and more featured on the catwalk.
- Sell gowns and outfits over the weekend and hire our changing room space!

**BOOK HERE**

# FREQUENTLY ASKED QUESTIONS

## **WHAT IS INCLUDED IN THE PRICE OF EXHIBITING?**

The price to exhibit with us varies on the stand price and location. Downstairs pitches are from £295.00+VAT for a 6ft x 4ft space. Upstairs pitches are from £120.00+VAT for a 6ft x 4ft space. This is the price for the whole weekend, NOT per day. Larger spaces are available upon request.

There is no free wifi at the event, so for card readers etc we advise to hire the private Wifi at the event for £25+VAT. You will receive unlimited tea and coffee throughout the weekend. You will have a directory listing within the Wedding Showguide, which is given to each engaged couple that visit the event.

## **IS THERE ACCESS TO ELECTRIC AT THE SHOW?**

Electric is available and must be booked in at the time of booking. It is £22.50+VAT for a downstairs pitch and £12.50+VAT for upstairs. You will need to ensure you bring your own extension leads that have a good cable length and all electrical items have a PAT test certificate that will be required at least one month before the event.

## **DO I NEED TO BOOK A TABLE?**

You can book a table for £7 +VAT (Standard 6ft x 2ft trestle table). You do not need to use a table, we actively encourage people to create an exciting and unique stand space, so feel free to ditch the table and create something new!

## **ARE THERE ANY LIMITS TO WHAT I CAN DO TO MY STAND?**

Not at all, all we ask for us to ensure that you stay within your marked area and not to interrupt your neighbours stand space or block them from view.

The more creative, the better! If you create something extravagant and technical, just ensure it's safe (we will share our event guidelines with you) and you have the correct insurances in place whilst exhibiting.

Please note: This event is not shell schemed and stands may be 'back to back'. A lot of our regular supplier bring along backdrops for their stand which always looks great and you can keep your space branded and tidy.

## **WHAT DOES GOODIE BAG ENTRY MEAN?**

There are 800 standard goodie bags and 10 fancy swag bags available over the weekend. All of which you are welcome to enter items/literature into. All couples receives a goodie bag on entry.

It's £80.00+VAT for 800 items of literature in the standard bags (Flyers/business cards etc) and £30.00+VAT for 800 physical branded items (Sweets, goodies etc). The 10 Fancy Swag bags can be extra goodies, treats, freebies and giveaways. The swag bags are compulsory if exhibiting and discounts for your services will not be accepted.

# FREQUENTLY ASKED QUESTIONS

## **WHEN DO WE SET UP AND PACK DOWN OUR STANDS?**

All exhibitors must set their stand up on the Friday before the event. The time frame to setup is from 12pm and must be completed by 5pm, exhibiting vehicles and larger items such as catering vans that need to be driven in will be requested earlier from 9am-11am, but will be given a designated time slot the week of the event and will need to arrive promptly.

We leave the 5 hour time frame to ensure that it is flexible for all business owners. There is NO setup on the Saturday, so please ensure this is arranged before booking in. Set down is on Sunday at 3pm when doors close. All items need to be removed on Sunday.

## **WILL MY ITEMS AND STAND BE SAFE OVERNIGHT?**

We have security onsite during the evening when the team are not on site. They are there from setup on the Friday and again on Saturday when doors close to the event. All of your items inside the building are secure, but this does not replace appropriate business insurance.

## **CAN I BOOK IN FOR JUST 1 DAY TO EXHIBIT?**

We do not accept 1 day exhibitors at The Big Southwest Wedding Fair. Due to the size of the event and the sheer size of the floorplan, this is not an option. We do however allow dry stands on either Saturday or Sunday of the event, if you are unavailable to attend one day. You will still be required to setup your stand on the Friday as normal. You would then be able to leave literature on the stand and/or pop a welcome sign to encourage couples to sign up and leave their details. The stand will need to be packed down on the Sunday at 3pm when doors close.

## **CAN I PROMOTE MY FRIENDS/ANOTHER BUSINESS ON MY STAND?**

There is no cross promotion at our Fairs for business owners not exhibiting at the event. We pride ourselves on the hard work we put into our events and always ensure that the exhibitors who have paid to exhibit and be involved with the event, are the businesses benefiting from our marketing and advertising.

There are options for other companies to have items/literature in the goodie bags, if they cannot make the event but still would like brand exposure or alternatively have a paid advert in the Wedding show guide, our event guide.

# FREQUENTLY ASKED QUESTIONS

## **HOW MANY COUPLES DO YOU EXPECT TO VISIT THE SHOW?**

The event has been running since 2016 and on average has attracted 600-700+ engaged couples during the event. They then also bring along, on average, 3 people with them (Bridesmaids, parents, friends etc). We expect on average around 2500+ people to attend during the weekend.

## **HOW MANY OTHER SUPPLIERS WILL THERE BE IN MY CATEGORY?**

There is nothing worse than walking into a wedding show and there are 16 photographers, 15 venues, a handful of insurance companies that are irrelevant to the industry and not a lot more! It's awful for your business and just as awful for our attending couples.

We promise to ensure that your category is not over-saturated. The Big Southwest Wedding Fair on average has 110+ stands. You may expect to find an average of 8% per niche depending on the type of category you fall under. We also do our very best to ensure the styles are different and the area they are based are a fair distance apart as the event covers the entire Southwest. The team are well known for making it as fair as possible.

## **ARE THERE ANY OTHER OPPORTUNITIES I CAN GET INVOLVED WITH?**

We are always looking to get our suppliers involved with additional parts to the show. We are more than happy to help promote any items that you are selling prior to the show via our social media platforms, email campaigns and the website. All you have to do is get in touch with the team to find out more.

## **DO I NEED TO GET MY OWN INSURANCE FOR EXHIBITING?**

Yes, it is a must have to exhibit with us at The Big Southwest Wedding Fair and any of The Wedding Emporium events. You must have at least the basic insurance to exhibit at a trade show including Public liability and professional indemnity insurance.

All companies are different and will require specific insurances. We would always recommend your own personal event insurance in the very rare circumstances that a show must be postponed or cancelled.

## **WHAT OTHER DOCUMENTATION DO I NEED TO PROVIDE?**

A health and safety declaration and a risk assessment for your stand will need to be completed no later than 1 month before the event. Other documentation that may need to be provided are food hygiene, catering commission forms, Tens Licensing etc.

# FREQUENTLY ASKED QUESTIONS

## **DO YOU HAVE TERMS & CONDITIONS FOR EXHIBITING?**

We sure do! The team run professional events and have all aspects covered. The terms and conditions can be found via the link below and are agreed to upon booking

[www.thebigsouthwestweddingfair.co.uk/terms-and-conditions](http://www.thebigsouthwestweddingfair.co.uk/terms-and-conditions)

## **HOW DO I BOOK IN FOR THE EVENT?**

Fantastic, we are thrilled you are looking to book in for the event!

Pop on over to the booking form online >>>

[www.thebigsouthwestweddingfair.co.uk/booking-form](http://www.thebigsouthwestweddingfair.co.uk/booking-form)

Once we've received your form, we will send an invoice requesting your 33% deposit to confirm your booking for The Big Southwest Wedding Fair. Your first deposit must be paid within 48 hours of receipt unless we have created an agreed payment arrangement with you. The first deposit of any payment arrangement will be due within 48 hours.

## **DO I HAVE TO PAY FOR THE EVENT IN FULL?**

Once booked in, we send over an invoice requesting 33% of the total invoice amount. This is for your deposit and confirmation of your stand space. You will then pay two further installments with the final installment being 2 months before the event. The second installment will be due halfway between your deposit and your final installment.

i.e For April bookings your payments would be 33% upon booking. A further 33% will be due on 15th December and your final balance will be due on 1st February. If you book in near or after the 15th December both your first and second installment will be due. Then any bookings made after February, the full balance will be due.

For October bookings, your payments would be 33% on booking, 33% on 15th June and balance on 20th August. The same applies with installments as for April.

## **DO YOU OFFER PAYMENT PLANS?**

We are always happy to support small business owners in the industry. We provide the opportunity of monthly payment plans, that are created at the time of booking. Payment plan structure and pricing can vary on each business, depending on the total amount of your booking and how long is left until the full payment deadline.

Please get in touch with the team to discuss your personal payment plan.

There are no interest charges incurred, however there will be late payment fees charged according to our Terms and Conditions. This information can be found here

>>>[www.thebigsouthwestweddingfair.co.uk/terms-and-conditions](http://www.thebigsouthwestweddingfair.co.uk/terms-and-conditions)





# THE **Big** SOUTHWEST WEDDING FAIR

**BOOK HERE**

**CONTACT US TODAY**

AND BOOK INTO THE MOST TALKED ABOUT  
WEDDING EVENT!

[WWW.THEBIGSOUTHWESTWEDDINGFAIR.CO.UK](http://WWW.THEBIGSOUTHWESTWEDDINGFAIR.CO.UK)

FOR ALL OF YOUR BRANDING  
AND WEB DESIGN NEEDS  
PLEASE CONTACT MEG FROM  
BRANDKYND.

**Brandkynd**  
DESIGN STUDIO