BRIDAL SHOW EXHIBITOR PACKAGE

Everything You Need To Know — And Every Benefit You'll Love



Wedding expo

JANUARY 9
2027

SALVATORE'S HOSPITALITY

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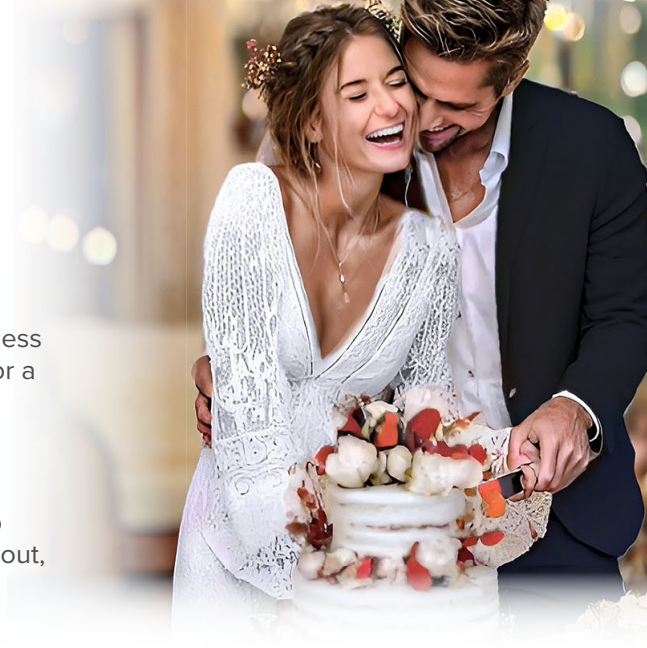
716Weddings

8 Proven Benefits of Exhibiting at Our Bridal Shows



Being part of our bridal expos goes far beyond simply having a booth — it's stepping into a high-impact marketing opportunity designed to put your business in front of motivated, high-value couples. Whether you're an established pro or a growing brand, here's why vendors LOVE exhibiting with us:

1 **MEET HUNDREDS OF ENGAGED COUPLES FACE TO FACE**

Meet couples face-to-face while they're actively planning and ready to buy. These in-person conversations build instant trust, help you stand out, and convert quickly into bookings. You'll also collect valuable contact information for follow-ups and long-term sales.

2 **GET THE BEST BRIDAL LEADS IN BUFFALO—FAST!**

Exhibitors receive a powerful Excel follow-up list just days after the show, delivered straight to your inbox. It includes:

- Wedding date (exact or estimated)
- Bride's name
- Mailing address
- Phone number
- Email
- Spouse/fiancé's name

We give YOU all the information they give us! That means hundreds of real, engaged couples—ready to book—right at your fingertips.

3 **MAKE SALES ON THE SPOT**

There's real energy and buying momentum at our shows. When you offer show-only deals or limited-time packages, couples are excited to commit that day — boosting your revenue fast.

4 **ELEVATE YOUR BRAND**

Your booth is your stage. Use it to demonstrate your expertise, showcase new products or services, and make a memorable impression. Live demos, creative displays, and personal interaction help you position your business as the go-to choice for wedding couples.

5 **OUTSHINE THE COMPETITION**

If you're not at the show — your competitor is. Exhibiting keeps you visible, top-of-mind, and part of the couples' decision-making process. Let engaged couples see exactly why YOU are their best choice.

6 **NETWORK WITH INDUSTRY PROFESSIONALS**

It's not just about couples — it's about connections. Build relationships with other vendors, share referrals, collaborate, and create partnerships that grow your business beyond the show.

7 **MARKET INSIGHTS & FEEDBACK**

Get a front-row look at what couples are asking for — and what competitors are doing. Use what you learn to improve your services, pricing, and offerings.

8 **STAY RELEVANT & VISIBLE**

Trends shift quickly. Showing up keeps your brand current, credible, and aligned with what today's couples want. Consistent visibility means continued bookings.

Let's Fill Your Calendar—Reserve Your Booth Now!

Download the Show Agreement & Contract for Exhibit Space and secure your space before categories fill up!

What our vendors say ...



— PHOTOGRAPHY BY ALEXANDRA

Photography by Alexandra

★★★★★

716 Weddings, together with 585wedding, is a wonderful resource, providing a space and strong network of bridal show vendors serving the WNY and Finger Lakes region. We have been participating in 585wedding bridal shows for several years, and it's exciting to now see that same experience and professionalism brought into the 716 area. Jeff and his team are always available and quick to respond to any questions or concerns, ensuring well-run and successful bridal shows.

As a photographer in the industry for over 16 years, I am a firm believer that having an in-person opportunity to connect with couples while planning their special days is key to showcasing the services we offer. I always look forward to these bridal shows and seeing everyone's smiling faces.
— Photography by Alexandra

★★★★★

PAPERROZZI INVITATIONS

We're so grateful to be part of 585Wedding's incredible bridal shows over the last 5 years. The energy, organization, and quality of couples attending were impressive — this show we booked 15+ appointments, and had amazing conversations with brides who truly connected with our designs. It was a fantastic experience from start to finish!

PAPER Rozzi INVITATIONS

★★★★★

DINNER 4 TWO

We were incredibly impressed by the quality of the event and the professional execution by the 585Wedding staff. The foot traffic was consistently high, and it was clear the promoter had done an excellent job of marketing the event to the right audience. We had genuinely engaged conversations with numerous brides and ended up securing a fantastic amount of new business. This was one of the most productive bridal shows we've ever attended, and we highly recommend their events to any vendor looking to connect with qualified leads. We've already booked our spot for next year!

Dinner 4 two by Kitchen Charm™

Year-Round Bridal Show Marketing That Drives Real Results

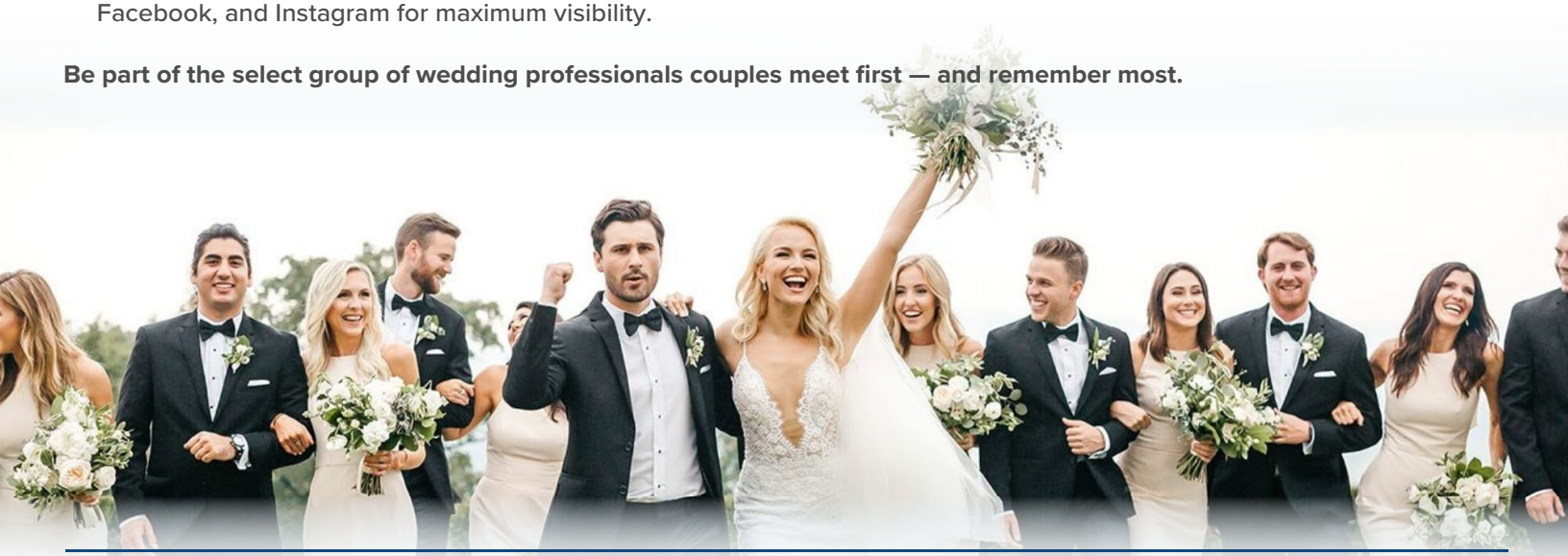


We don't just promote bridal shows — we power a year-round, multi-channel marketing campaign designed to attract hundreds of qualified, engaged couples ready to book and connect directly with top wedding professionals like you.

How We Reach Them.

- **TARGETED GOOGLE ADS**
  Laser-focused campaigns reaching couples searching for wedding vendors.
- **SOCIAL MEDIA ADS**
  Facebook, Instagram & TikTok ads and boosted posts that keep our shows trending.
- **EMAIL BLASTS**
  Several campaigns sent to verified engaged-couple lists throughout the year.
- **TEXT MESSAGE CAMPAIGNS**
  Fast, personal reminders that drive show attendance.
- **DIRECT MAIL INVITATIONS**
  Eye-catching postcards mailed to newly engaged couples.
- **OUTDOOR MINI BILLBOARDS**
  High-visibility exposure across Erie County and surrounding counties.
- **EXHIBITOR SPOTLIGHTS**
  Featured posts on our social media platforms showcasing participating pros.
- **PREMIUM WEBSITE LISTINGS**
  Top placement on 716Weddings.com with your logo featured on our vendor carousel, plus direct links to your website, Facebook, and Instagram for maximum visibility.

Be part of the select group of wedding professionals couples meet first — and remember most.



Door Prize / Show-Day Offer

Deadline: Dec 15

Showcase a door prize and/or a special-show-day offer and let the brides come to you!



One of the most powerful ways to pull brides right to YOUR booth is by offering a grand prize giveaway and/or a special show-only offer.

Optional, but highly encouraged — and always a BIG traffic driver!

This simple step instantly makes your booth a must-visit stop and gives you more one-on-one time with future brides who are eager to connect.



WHY IT WORKS:

Brides LOVE giveaways and/or exclusive offers — they'll flock to your booth for the chance to win or save.

More traffic = more conversations, more leads, and more bookings.

Your giveaway and/or offer will also be featured in our social media promotions, giving you extra exposure before the show even begins.

SUBMIT YOUR PRIZE AND/OR OFFER

CLICK HERE (It only takes 2 minutes — the sooner you send it, the sooner we can start promoting YOU in our countdown and buzz-building campaigns!)

GET INSPIRED WITH PRIZE & OFFER IDEAS

CLICK HERE Check out prize & offer suggestions. Get creative, or keep it simple. Every giveaway and/or offer helps draw more attention to the bridal show AND your booth!

We can't wait to spotlight your booth and help you make a big impact with future brides!

QUESTIONS?

Please call Jeff at 585-227-7690 or email jeff@716weddings.com

Bridal Swag Bags

Deadline: Dec 15



Promote your business at Buffalo's Favorite Bridal Show!

This is an additional FREE PERK for being part of the bridal show! (This is optional)

Be part of the excitement by including your flyer, promo item, or special offer in our exclusive Bridal Bags—personally handed out to every future bride attending the show on January 9th!

WHAT TO INCLUDE Promotional Marketing Materials. Anything that fits in a 15″ × 18″ bag.

Examples

- Flyers
- Brochures
- Magnets, pens, etc.



Specifications

- Max thickness: 1/4”
- Max weight: 2 oz
- Only one item per company

HOW TO PARTICIPATE Please contact Jeff to let us know that you would like to participate.

Contact Jeff

- Call: 585-227-7690
- Email: jeff@716weddings.com

Details

- Quantity: 225 pieces of your promotional materials.
- Deadline: **December 15, 2026**

Mail to:
716Weddings
PO Box 26235
Rochester, NY 14626

Drop-off, courier, FedEx, or UPS.
716Weddings
5 Fisher Road, Suite 4
Rochester, NY 14624

Exhibitor Promo Kit

Ready-to-Use Marketing & Promotional Tools

We've created a collection of ready-to-use promotional tools to make spreading the word easy. Share a social post, add an Expo sticker to your own content, use our branding assets, and let couples know you'll be at the show.

Pick your favorites, personalize them, and start sharing!
Need a custom graphic? Contact us. Our marketing team is happy to help!

Social Graphics

Download ready-to-share graphics sized for Instagram and Facebook, including 1:1, 4:5, and 9:16 formats. Download and post them on your socials or website.

DOWNLOAD SET







Suggested Captions

We're excited to be exhibiting at the 716 Wedding Expo! 💍
If you're planning your wedding, come visit us at the show and say hello. We'd love to meet you and talk about your big day!

- January 9, 2027 | 12- 3 PM
- Salvatore's 6461 Transit Rd, Depew, NY 14043
- GET FREE TICKETS → 716weddings.com/GetFreeTix

Tag us: Facebook: @716Weddings | Instagram: @716.Weddings
Suggested Hashtags: #716WeddingExpo #SalvatoresBridalShow #BuffaloBridalShow #BuffaloWeddings

Expo Badge

Creating your own content? Download a transparent PNG badge to add the 716 Weddings Expo to your posts and promotions.

DOWNLOAD BADGE



Brand Assets

Add the Weddings Expo to your marketing with our official logos and brand assets.

DOWNLOAD SET



Exhibitor Success Checklist



BEFORE THE SHOW (Pre-Show Prep)

☐ PROMOTE YOUR PARTICIPATION

- ◯ Post on all your social media channels ("Come see us at the Bridal Show!")
- ◯ Email current leads and past clients
- ◯ Add bridal show info to your website and voicemail
- ◯ Mention show specials you'll be offering

☐ PLAN YOUR BOOTH DISPLAY

- ◯ Your booth is your first impression — make it visually on-brand and welcoming.
- ◯ Plan your branded signage, banners, samples, décor, and lighting
- ◯ Know your layout (tablecloths, backdrop, pipe and drape, props, product displays)
- ◯ Print price sheets, promo cards, business cards, and brochures
- ◯ Prepare a giveaway, raffle, or show special
- ◯ Test electronics, lighting, displays, and music

☐ GET SALES & LEAD MATERIALS READY

- ◯ Lead forms, QR codes, iPads/tablets, clipboards, pens
- ◯ Prepare a giveaway sign-up or digital capture system
- ◯ Bring contracts or booking forms if you'll take deposits onsite

☐ PRACTICE YOUR PITCH & PREPARE STAFF

- ◯ Rehearse a 10–20 second intro
- ◯ Decide who talks, gathers info, books consultations, etc.
- ◯ Dress appropriately — branded, professional, and comfortable

☐ LOGISTICS

- ◯ Confirm setup time, parking, and load-in details — 9:00 AM to 11:45 AM (doors open at 12 noon)
- ◯ Pack tools, scissors, clips, extension cords, HDMI cables, chargers, tape, Velcro, signage stands, promo items

DAY OF THE SHOW

☐ STAY ACTIVE

- ◯ Leverage Social Media throughout the show day — post photos, videos, and stories to boost visibility.

☐ ARRIVE EARLY & SET UP SMOOTHLY

- ◯ Set up your booth before attendees arrive — 9:00 AM to 11:45 AM (doors open at 12 noon)
- ◯ Test electronics, lighting, displays, and music



☐ LOOK APPROACHABLE & ENGAGING

- ◯ Stand up, smile, and start conversations
- ◯ Avoid sitting, eating, or being on your phone
- ◯ Greet, engage, and move people into conversations or lead capture

☐ COLLECT LEADS STRATEGICALLY

- ◯ Use QR codes, raffle entries, sign-in sheets, or tablets
- ◯ Ask qualifying questions (date, venue, services needed)
- ◯ Offer a show-only incentive to book/schedule a call

☐ BE PREPARED TO BOOK OR SCHEDULE

- ◯ Have pricing ready
- ◯ Offer consultations or mini bookings on the spot
- ◯ Take deposits if it fits your business

☐ NETWORK WITH OTHER VENDORS

- ◯ Exchange cards, talk collaborations, cross-promote

AFTER THE SHOW (Follow-Up & Conversion)

☐ FOLLOW UP FAST

- ◯ Don't wait! Reach out within 24–72 hours while the show is still fresh in couples' minds.
- ◯ Upload the Excel bridal show lead list we provide to exhibitors (delivered within a couple of days after the show) to your CRM or email platform for easy follow-up and tracking.
- ◯ A quick, friendly message can turn interest into bookings.
- ◯ Reference meeting them at the bridal show and personalize your message.
- ◯ Send thank-you notes, special offers, or links to schedule a consultation.

☐ PROMOTE YOUR SHOW SPECIAL

- ◯ Remind them of your limited-time offer.
- ◯ Include testimonials, photos, or packages.

☐ SCHEDULE CONSULTATIONS & TOURS

- ◯ Follow up with anyone who booked a call or showed interest.
- ◯ Offer easy links to schedule.

☐ EVALUATE & IMPROVE FOR NEXT TIME

- ◯ What worked in your setup, pitch, and follow-up — and what didn't?
- ◯ Refill materials and adjust strategy for the next show.

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HOSPITALITY



BOOTH SPACE INCLUDES

- Single Booth: 8 ft wide x 7 ft deep. *(approx.)*
- Double Booth: 16 ft wide x 7 ft deep. *(approx.)*
- Triple Booth: 24 ft wide x 7 ft deep. *(approx.)*

Pipe and premium drape - Optional

- Single Booth $85
- Double Booth $150
- Triple Booth $225

Color options: All black, please call for all white.

Please be sure to order this on your bridal show contract.

TABLE AND CHAIRS

6-foot black-skirted table with 2 chairs.

ELECTRICITY AND WI-FI

Free electricity and Wi-Fi. If you require electricity, please be sure to select it on your bridal show contract.

WI-FI PASSWORD

Your Wi-Fi password will be provided to you the morning of the bridal show.

LUNCH

Free lunch, no tickets required.

LOAD IN AND OUT

Professional assistance with load in and load out the day of the show.

OTHER QUESTIONS OR CONCERNS
CALL JEFF AT 585-227-7690 OR EMAIL Jeff@716weddings.com

Wedding expo

JANUARY 9
2027



SHOW DAY SCHEDULE

SET-UP TIME ——— 9:00AM TO 11:45AM

You can arrive anytime after 9:00am to set up your booth. Please be ready to accept brides at your booth by 11:45am. When you arrive you'll be directed to your booth space.

START TIME 12:00 NOON

716Weddings has advertised the doors opening at 12:00 noon. If there is a line of brides, doors will open at 11:45am. This will help alleviate the opening rush.

LUNCH SERVED ——— 10:00AM TO 1:15PM - NO LUNCH TICKETS REQUIRED

ELECTRIC

If you requested electric, don't forget to bring power strips and extension cords.

BREAKDOWN / EXIT—3:00PM

Please do not break down / leave your booth before 3:00pm.

SHOW DAY QUESTIONS

Please look for a 716Weddings staff member or go to the registration desk.

OTHER QUESTIONS OR CONCERNS

CALL JEFF AT 585-227-7690 OR EMAIL Jeff@716weddings.com

Wedding expo

SHOW AGREEMENT & CONTRACT FOR EXHIBIT SPACE

SHOW #1 — JANUARY 9, 2027 — SALVATORE'S HOSPITALITY

SHOW #2 — SPRING 2027 — SALVATORE'S HOSPITALITY

SAVE $25 on your second show when signing this contract

Previous Exhibitor - Booth Size

	Show #1	Show #2
Single booth (approx. 8' x 7')	$695	$595
Double booth (approx. 16' x 7')	$1,295	$1,095
Triple booth (approx. 24' x 7')	$1,850	$1,595

First Time Exhibitor - Booth Size

	Show #1	Show #2
Single booth (approx. 8' x 7')	$550	$475
Double booth (approx. 16' x 7')	$1,025	$875
Triple booth (approx. 24' x 7')	$1,450	$1,250

Pipe & Drape - (Optional)

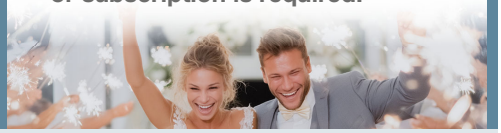
8ft. Pipe & Drape. All Black Drape.

Show #1: ○ Single $85 ○ Double $150 ○ Triple $225

Show #2: ○ Single $85 ○ Double $150 ○ Triple $225

All Vendor Booths Include:

- 6' Skirted Table(s)
- Chairs
- Electric
- Wi-Fi Access
- Lunch for Booth Staff
- Lead List: Complete Excel Bridal Lead List of Registered Attendees *(provided within days of the show)*
- The Bridal Lead List is included at NO additional charge for all exhibitors. NO annual membership or subscription is required.



Show #1 Total _____ Show #2 Total _____ Discount _____ TOTAL _____

Contact/billing information

When 716Weddings receives this form and the information is verified and checked, you will be charged according to the Payment Option you have selected below. *Questions about Payment Options, call 585-227-7690 or email Jeff@716weddings.com.*

PAYMENT ○ Charge the full amount upon contract submission.

Name:	Company Name:	
Address:		
City:	State: NY	Zip Code:
E-mail:	Phone:	Cell:
Website:	Facebook:	Instagram:

CREDIT CARD INFORMATION

Card #:	Expiration Date:	CVV:
Billing Address for charge card (if different than above):		
City:	State: NY	Zip Code:

○ I have read and agree to all the terms and conditions on pages 1 and 2 of this contract.

Today's Date:	Full Name:	Signature:

Do you have any requests, thoughts, ideas, suggestions that you would like to share?

716 Weddings

585-227-7690
www.716weddings.com
jeff@716weddings.com

PO Box 26235
Rochester, NY 14626

Please initial

I have read, completed, and agree to the terms & conditions on page 2 of 2 of this contract. _____ (initial)

Payment — Please check both and initial

- ○ **I understand that there are NO CANCELLATIONS and NO REFUNDS** _____ initial
- ○ **I understand that I will not receive my list of registered brides and grooms if payment has not been made in full.**

Food Samples — Please check one and initial

○ **YES, I am bringing food samples** ○ **NO, I am NOT bringing food samples** _____ initial

Exhibitor Terms & Conditions

1. Exhibit Dates, Setup & Breakdown
Exhibitor agrees to participate in one or more of the following events, as selected in this Agreement: • January 9, 2027 – Wedding Expo

Set-up Hours: 9:00 AM – 11:45 AM - Breakdown: No earlier than 3:00 PM
Early breakdown or departure will result in a $100 early breakdown fee, which Exhibitor agrees is reasonable and not a penalty.
Exhibitor must staff its booth during all exhibit hours and may display only products and services related to the contracted business.
Exhibitor may distribute only promotional materials directly related to its own business and services. The distribution of any wedding publications, flyers, brochures, cards, samples, or promotional materials of any kind that advertise, promote, or reference any other wedding-related business, event, service, publication, or wedding-related activity is strictly prohibited. Violation of this policy may result in immediate removal of the prohibited materials and may subject Exhibitor to additional penalties, including removal from the event without refund.

2. Conduct & Use of Space
• No objectionable noise, amplification, balloon popping, helium balloons, fog machines, bubble machines, or disruptive activity permitted.
• No booth sharing or strolling solicitation permitted unless previously agreed upon • All materials must comply with all local fire and safety regulations
• Wedding Planner Corp. reserves the right to remove or restrict any activity deemed disruptive or unsafe

3. Mailing List / Lead List License, Security, Restrictions & Remedies
Any mailing list or lead list provided ("Mailing List/Lead List") is licensed, not sold, and may be used multiple times by Exhibitor solely to promote Exhibitor's own products or services. The Mailing List/Lead List is confidential, proprietary, and copyrighted property of Wedding Planner Corp.

License Scope
• The license is non-exclusive, non-transferable, and revocable • Use of the Mailing List/Lead List is limited strictly to Exhibitor's internal marketing purposes • No ownership rights are conveyed

Security & Responsibility
Exhibitor is solely responsible for securing, safeguarding, and controlling access to the Mailing List/Lead List. Exhibitor assumes full responsibility for all use, misuse, loss, theft, or unauthorized access, whether intentional or accidental. Claims that the Mailing List/Lead List was "lost," "stolen," "hacked," or accessed without permission do not relieve Exhibitor of liability.

Prohibited Uses
• Copying, selling, sharing, sublicensing, renting, or distributing the Mailing List/Lead List in any form • Using the Mailing List/Lead List to promote any bridal show, expo, seminar, workshop, or competing event
• Using the Mailing List/Lead List in connection with contests, giveaways, or promotions involving any third party
• Combining the Mailing List/Lead List with any third-party list or providing access to any outside marketing platform or agency, except solely for Exhibitor's own internal use

Liquidated Damages
Exhibitor acknowledges that unauthorized use or disclosure of the Mailing List/Lead List would cause substantial harm to Wedding Planner Corp., the amount of which would be difficult to precisely determine. Accordingly, Exhibitor agrees that, in the event of any unauthorized use, disclosure, or distribution of the Mailing List/Lead List, Exhibitor shall pay liquidated damages of $5,000 per violation. This amount represents a reasonable estimate of anticipated damages and is not a penalty, in addition to any other remedies available at law or in equity.

Indemnification
Exhibitor agrees to indemnify, defend, and hold harmless Wedding Planner Corp. from and against any claims, damages, losses, costs, or expenses (including reasonable attorneys' fees) arising out of or related to Exhibitor's use or misuse of the Mailing List.

Survival
The terms of this section shall survive expiration or termination of this Agreement.

4. Payment, Cancellation & Non-Refundability
This contract is non-cancelable. Exhibitor is responsible for full payment whether or not the booth is used. Payment must be made in full by the date specified in the Exhibitor Package. Late payments may incur:
• A 1.5% monthly service charge on balances over 10 days past due • Collection costs, including reasonable attorneys' fees • A $200 handling fee if formal demand is required
Wedding Planner Corp. may suspend participation for nonpayment.

Right to Refuse or Cancel
Wedding Planner Corp. reserves the right, in its sole discretion, to refuse any exhibitor application, decline participation, or cancel an exhibitor's contract at any time, with or without cause, if it determines the exhibitor, products, services, marketing materials, or conduct are not a good fit for the event. In such cases, Wedding Planner Corp.'s sole obligation shall be to refund any amounts paid for exhibit space.

5. Liability, Waiver & Indemnification
Exhibitor assumes all risk related to participation and agrees that Wedding Planner Corp., its employees, agents, contractors, and the hosting venue:
• Are not responsible for loss, theft, damage, or injury to Exhibitor or its property
• Shall be defended, indemnified, and held harmless by Exhibitor from all claims arising from Exhibitor's participation, except to the extent caused by Wedding Planner Corp.'s sole negligence

6. Event Changes & Force Majeure
Wedding Planner Corp. may relocate booth space, modify layout, or adjust logistics as reasonably necessary. Wedding Planner Corp. may delay or cancel the event due to circumstances beyond its control, including but not limited to acts of God, labor disputes, government orders, pandemics, venue issues, or emergencies. No refunds will be issued in such cases.

7. Taxes
Exhibitor is responsible for all applicable federal, state, and local taxes, including sales tax on items sold during the event.

8. Governing Law & Venue
This Agreement shall be governed by the laws of the State of New York. Any legal action shall be brought exclusively in Monroe County, New York. Exhibitor consents to New York jurisdiction and waives any objection to venue or personal jurisdiction.

9. Entire Agreement
This Agreement constitutes the entire agreement between the parties and supersedes all prior discussions. Any modification must be in writing and signed by both parties. Electronic signatures and electronic delivery are valid and binding.

I agree to all of the above terms & conditions:

Company: _____ Signature: _____

Date: _____ Title: _____ Print Name: _____

I agree to all of the above terms & conditions:

Print Name: _____ Signature: _____ _____
(Personal Guarantee) (Personal Guarantee) (Date)

SUBMIT