

# 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 ROCHESTER—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)
- ♥ Mailing address
- ♥ Email
- ♥ Bride's name
- ♥ Phone number
- ♥ 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!