



KNOW BEFORE YOU GO

CHECKLIST FOR A SUCCESSFUL WEDDING SHOW

Show Name: _____ Date: _____

Time: _____ Address: _____

BEFORE SHOW:

- Download the show app before arriving; show Wi-Fi is usually slow.
- Create an email account solely for wedding business.
- Invite your support team to attend the show with you. 
- Print the show list of exhibitors/vendors from the show's official website that lists all booth numbers.
- Know your numbers (wedding date _____, budget _____, guest count _____, invitation/ mailing count _____). 
- Have at least a rough idea of your wedding vision/theme if you're considering hiring exhibitors at the show.
- Look at the shows' exhibitors; see who you're familiar with and who is new to you. Investigate new exhibitors by browsing/following their social media.
- Read reviews for any exhibitors you are not familiar with. Disqualify any bad apples. Scratch them off your show list. Keep for a record.
- Make a list of exhibitors who are must-sees and locate them on the show floor map. Write their names and booth numbers below.

- Make a list of any exhibitors' specials you want to talk to them about.

- If you want to make sure you attend the fashion shows or any special drawings, set alarms on your phone now.
- Know where the food, drinks and bathrooms are on the map.

DAY OF:

- Dress comfortably and wear super comfortable shoes.
- Visit exhibitors in the same/related categories so it's easier to process information; mark them off as you go.
 - Bartenders Bridal Boutiques Cake Designers Caterers
 - DJs Florists Live Entertainment Musicians Officiants
 - Photobooths Photographers Rentals Stationery Designers
 - Venues Videographers Wedding Planners/Coordinators
- Alternatively, visit exhibitors in the booth/aisle order they appear on the map. This method is faster, but you may be more apt to getting your information jumbled.



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