



# 2020 Expo

This will be our 21th year and as Geelong's longest running Bridal expo its important to us that we are the not only the best but completely inclusive. New business's, established businesses Greater Geelong's favorites and amazing talents from the surrounding areas, from Warrnambool to Melbourne & Ballarat

### INCLUSIVE EVENT

In 2019 event we updated our name from the "Geelong brides wedding expo" to be more inclusive of the community as a whole. We support marriage equality and want to make sure everyone feels included. After all a wedding is about celebrating the love and union of two people, and we want to help them find everything they need to make it the best day of their lives.

### **BIGGEST & THE BEST**

With over 100 Exhibitors the Geelong Wedding expo offers guests over \$10,000 worth of door prizes, which are donated by our Major sponsors.

Major sponsors donate over \$500 worth of business vouchers and received complimentary social media advertising along with their logo being on displayed on flyers and roadside advertising.

The first 100 couples through the door will receive 2 magazines in their tote bags, along with gift vouchers from some of our vendors to take home.

A feature fashion parade will be held in the courtyard.

## Why this expo?

As Geelong's longest running event to specialise in Weddings, This is an event you will make sales/bookings at, not just a brochure giving exercise. In May 2019, at the Deakin Waterfront, over 1000 visitors were attracted to this event and all 50 VIP tickets sold out online. We have proven success in attracting bride and grooms to our events that are ready to make booking.

#### MARKETING

We have created unique media opportunities to provide social media and newspaper publicity, in addition to a stand alone PAID SOCIAL MEDIA ADVERTISING Campaign.

Over 25 ads on Major & Local Newspaper coverage and the prominant positioning of road side signage will ensure the success of the event.

### SUPPORT

We have created and inclusive community of wedding vendors, that are passionate and professional. Not only supporting our event guests but each other. Working together to create social media campaigns, exceptional displays and utilising their individual communities to promote and support the event.

In 2019 we will provide imagery and content for all of our exhibitors to share in the lead up to the event, we ask you to get involved in collaborative shoot opportunities and be part of our community.



# Small Space

Our standard spaces are 2 x 2 mt in which you can create an intimate space for exhibition guests to chat and discuss their wedding details.

## Premium Space

Our premium spaces are 2 x 4mt in which you can create an welcoming space for exhibition guests to chat and discuss their wedding details.

### INCLUSIONS

**PRICE \$340** 

POWER AVAILABLE UPON REQUEST
BACKING PARTITION
SOCIAL MEDIA POSTS PROMOTING YOUR
ATTENDANCE AT THE EVENT
2 INSTAGRAM
1 FACEBOOK

ACCESS TO OUR EXCLUSIVE EXHIBITORS
FACEBOOK GROUP WITH OPPORTUNITIES TO
COLIABORATE WITH SOME OF GEELONG AND
THE SURF COAST PREMIER AND EMERGING
WEDDING BUSINESS

### INCLUSIONS

PRICE \$600

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BACKING PARTITION

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ATTENDANCE AT THE EVENT

4 INSTAGRAM

2 FACEBOOK

ACCESS TO OUR EXCLUSIVE EXHIBITORS
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# Outdoor Space

Our outdoor spaces are reserved for vehicles and are subject to the weather as they are located in the courtyard. This is a beautiful space in which you can create an inviting landscape for exhibition guests to chat and discuss their wedding details.

### INCLUSIONS

Grand Space

Our Grand spaces are 4 x 4mt with only 7

available in which you can create an

spectacular space for exhibition guests to

chat and discuss their wedding details.

**PRICE \$860** 

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## Return Exhibitor

We value our return exhibitors and want to reward you for your loyalty and the passion you have shown in previous years.

To secure this price deposit must be paid by 1st

To secure this price deposit must be paid by 1st of December 2019

### **SMALL SPACE**

**PRICE \$310** 

### PREMIUM SPACE

**PRICE \$540** 

### **OUTDOOR SPACE**

**PRICE \$310** 

### **GRAND SPACE**

**PRICE \$795** 

### Terms & Conditions

- 1. Exclusivity will NOT be guaranteed to any category or exhibitor.
- 2. All stands must be set up by no later than 9:30am on the morning of the event. This is to ensure that the Expo is set up in time. This will be strictly enforced and No Database will be provided.
- 3. Stands must not be dismantled before the conclusion of the event. Failure to adhere to this will result in your business being excluded from future expos and No Database will be provided.
- 4. All stands are to be staffed throughout the entire duration of the event.
- 5. Exhibitors must not directly or indirectly promote another business that is not participating in the expo whether it be verbal, print or electronic.
- 6. Deposits 50% deposit is due by the 1st of February, please note; sites are allocated on a first come first severed basis.
- 8. Cancellations In the event that you are unable to attend an expo, no refund will be payable. Any cancellations after full payment has been made will incur a 100% cancellation fee.
- 10. Full payment of your stand is required two weeks prior to the event date.
- 11. Databases are issued after expo at the discretion of the organisers and are complimentary as per your category and cannot be used for the promotion of other expos or onsold to other parties this would be in breach of the Privacy Act of 2014. ALL OF THE ABOVE IS STRICTLY ADHERED TO AND IS A REQUIREMENT OF THE HEALTH &