



•• GEE LONG *wedding* ••
EXPO

Event
Packages
Established in 1999



Expo

Geelong's Largest and Longest-Running Bridal Expo. It is essential to us that we not only strive to be the best but also fully inclusive. We are thrilled to announce that we are BACK at the Geelong Racecourse!

Join us for an exciting event featuring over 90 new businesses, established favorites from Greater Geelong, and remarkable talents from surrounding areas, including Warrnambool, Melbourne, and Ballarat.

DIRECTORY

We offer a directory at www.geelongweddingexpo.com for all categories, absolutely FREE! This is valued at \$1,200 for a duration of 12 months, provided you book by the specified date. **Conditions apply. Directories are excellent for businesses at the expo because they increase visibility and connect you with potential customers. They provide a platform for showcasing your services and help in building a network within the industry.

BIGGEST & THE BEST

With over 90 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 will receive complimentary additional social media advertising.

The first 200 couples through the door will receive a magazine in their bags, along with gift vouchers from some of our vendors (enquire within if you would like to pop some vouchers in the show bags) to take home. A feature fashion parade will be held upstairs.

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. In 2021 we were lucky enough to have our expo before another covid lockdown and we still sold out of our VIP tickets and all our hourly allocated spots were also sold out!!

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 prominent positioning of road side signage will ensure the success of the event.

SUPPORT

We have created an 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.

Every year we have a styled photoshoot opportunity 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.



PRICE \$350

INCLUSIONS

POWER AVAILABLE UPON REQUEST
BACKING PARTITION/wall
SOCIAL MEDIA POSTS PROMOTING YOUR
ATTENDANCE AT THE EVENT
2 INSTAGRAM
1 FACEBOOK
(images must be provided by client with
wording.)

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



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.



PRICE \$600

INCLUSIONS

POWER AVAILABLE UPON REQUEST
BACKING PARTITION
SOCIAL MEDIA POSTS PROMOTING YOUR
ATTENDANCE AT THE EVENT
4 INSTAGRAM
2 FACEBOOK
(images must be provided by client with
wording.)

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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. Food/drink vans are welcome and can sell on the day.



PRICE \$350

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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.



PRICES \$860

INCLUSIONS

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BACKING PARTITION
SOCIAL MEDIA POSTS PROMOTING YOUR
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4 INSTAGRAM
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Return Exhibitor

EXHIBITORS

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

SMALL SPACE

PRICE \$350

PREMIUM SPACE

PRICE \$600

OUTDOOR SPACE

PRICE \$350

GRAND SPACE

PRICE \$860



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 served 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. If the event is cancelled due to unforeseen circumstances including a pandemic or natural disasters the following options are;
A partial deposit will be transferred to our next event (vendors must notify this option with in the first 14 days after the event is cancelled) or
12 month advertising on www.geelongweddingexpo.com.au along with advertising on both of our social media platforms.
10. Full payment of your stand is required two weeks prior to the event date. or forfeit all monies paid by your own accord.
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 & SAFETY REGULATIONS

