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GEEELONG
EXPO

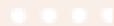
wedding

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Vendor
Handbook



The Details

EVENT DATE : Sunday 4th of May 2025
VENUE : Geelong Racecourse -
99 breakwater rd,Breakwater
OPEN TIMES : 10am -2pm
BUMP IN. : Saturday 3rd -3pm-7pm
Sunday 4th -7am-9:30am
BUMP OUT : Sunday 4th -2pm
NO EARLIER!



DATES AND DEADLINES

Non refundable booking fee SHOULD BE PAID
with in 2 weeks of booking

FULL PAYMENT/BALANCE PAID BY
MONDAY 1ST OF May

SHOW BAG ITEMS NO LATER than
1ST OF May
50 VIP bags

200 first in the door bags
can be dropped off to 9 Brolga way, lara

(we are in and out all day so feel free to leave at
the front door and send through a text to let me
know)

Restrictions

There are a few restrictions in place
that all vendors must adhere to:



Nothing is to be attached to any part of the
building.

You may not stick anything to the floor.
No open flames/candles.

Structures and stall design must fit in the
parameters of the space you've booked.
Display stands must not be higher than the
standard height of 2.4m and side walls no
taller than 1.5m.

We do not allow stalls to have any structured
sides.

Materials used in stand construction and
decoration must not be readily ignitable or
be capable of emitting toxic fumes should
ignition occur. Material and fabric
significantly incorporated in a display
(eg. drapes, curtains, etc) must be of low fire
risk.

If you are selling alcohol or food you must
have the correct licences and have them
present on the expo day.

Please DO NOT ATTEND if you are feeling
unwell, organise someone else to come on
your behalf.

Refunds

The 50% booking fee is non refundable.
No refunds on your final balance after May
1st.

WHAT DOES MY SPACE INCLUDE?

All spaces are either backed by a wall or partition. We encourage you to be creative with your space to promote your brand the best way possible, the space is well lit and has ambient natural light. most sights include power, but please specify if required.

CAN I SET UP THE DAY BEFORE THE EVENT?

Yes, bump in will commence after 3pm the day before (Saturday). The doors will be closed at 7pm and not reopened until 7am on the event day. Although the venue will be locked up please note; if you leave food or valuables at your own risk. Your **set up must be completed by 9:30am** on the event day as doors open at 10am.

WHEN IS BUMP OUT?

Bump out will commence from 2pm on the event day (NO EARLIER as it a safety issue for both the patrons and exhibitors) or only once the last visitor leaves. Please pack down stall before using loading zone.

DISPLAY VEHICLES/ FOOD TRUCKS

Any vehicles to be displayed in the courtyard must be set up by 7am .Position is determined by arrival time. Cars can be set up at the venue the night before, and the courtyard gates will be locked but this is at your own risk. Food trucks will have access to power but must have covers for any cords as the public will be walking nearby. If you have a generator please bring it along. Please have all necessary food/alcohol licenses.

CAN I SELL PRODUCT?

Food and drinks CAN be sold at this event, samples and taste testings can also be offered. If it is possible, we encourage you to make bookings on the day. If you have a liquor license and wish to sell alcohol please provide us with all the paper work and bring them on the day.

DO YOU HAVE A MAP?

Once we confirm all the vendors we will then be able to place everyone accordingly. We take placement of our vendors very seriously and you can trust that we will position you in the best spot possible. You will be provided with this map when all stalls have been finalised.

DO I HAVE WIFI ACCESS?

Yes, However we always recommend you have a back up plan for unforeseen circumstances. The Mail Chimp App allows you to collect data and upload once connected to wifi, please set this up before the day.

IS ELECTRICITY SUPPLIED?

You will only have access to electricity if you have requested it. Anything that you choose to plug in **must be tagged & tested** within the last 12 months by a qualified electrician (this also includes power boards + extension cords) or brand new. If you do not tag and test before the event, you will not be able to plug in.

Examples of stalls at our event





STYLE GUIDE + EXHIBITING GUIDE

BEFORE THE EVENT



Want to make a splash at The Geelong Wedding Expo? First things first—give your website a makeover with your freshest work! Time to freshen up that photo portfolio—if any pics are stuck in the past, it's time for a reshoot! Dive into the fun on The Geelong Wedding Expo Exhibitors Facebook page; it's a goldmine for advice and potential collabs. And don't forget to strut your stuff on social media—brides are stalking vendors on Facebook and Instagram like it's their job! Keep the buzz alive by sharing those Instagram tiles and Facebook banners leading up to the big day. These snazzy promo materials, complete with countdowns, will crank up the excitement and lure in the crowd, ensuring the expo is a total hit!

SETTING UP AT THE EVENT



Pre-planning makes all the difference. We know that many of you travel from around the region to attend the expo, and know that travel is not cheap, but peace of mind and a good night's sleep before the show can make all the difference.

Dress comfortably for set up as it is often hot we also recommend for your health and safety that you wear flat closed toe shoes.

Bring snacks and water for set up too. Food can be a challenge to find especially if you're working late to get your booth done.

In addition to your booth supplies, be sure you are well stocked with healthy snacks and plenty of water before the start of each day, especially if you are on your own.

Selling all day is exhausting so you want to be as alert and focused as possible.



MARKETING HINTS AND TIPS

HOW TO SELL



Hey there, future brand ambassador! At wedding expos, you're on the front lines of first impressions—so roll out the welcome mat and be the friendly face people can't resist! If sales aren't your jam, grab a buddy who can charm the socks off anyone.

Make sure your booth is decked out with eye-catching materials and brief your team on your fabulous offerings. Keep a diary handy to snag those bookings—this is your golden ticket!

When you meet folks, give them your name and a snappy intro about what you do, all while flashing that winning smile! Avoid getting lost in your phone or devices, or you might scare off potential clients faster than you can say "I do!"

Think outside the flyer! Spice up your stand to create a buzz that gets ticket holders flocking to you. They want an unforgettable experience, not just a paper handout. So, let's make some magic happen!

HOW TO FOLLOW UP



Scoop up those contact details from anyone who snags your card! Sweeten the deal by tempting them with a chance to win a fabulous wedding service or product—who could resist?

Once the confetti settles, shoot them a thank-you note for stopping by and cozy them up to your mailing list. Remind them of your dazzling offerings and any special Geelong Wedding Expo perks you had up your sleeve.

Remember, brides and grooms are in all sorts of planning phases when they hit the expo, so some might just book you a few months later or pass your info to a friend in need. But hey, don't go all ninja on their inboxes—respect their space and keep it classy!



MAKING THE MOST OUT OF THE EXPO

SET AN OBJECTIVE

What do you want to achieve?

- Decide if your goal is sales, branding, or awareness driven and set targets accordingly.

EVENT ETIQUETTE

:Flash those pearly whites!

- Dress to impress – first impressions are everything!
- No munching at your stall! Take breaks, and bring a buddy to share the workload.
- Be a good neighbor – kindness is contagious!
- Snap and share on social media! Give a sneak peek of your stall, and don't forget to tag your fabulous neighbors for extra love!

Chat it up with fellow exhibitors, and show off your amazing products/services – word of mouth is like gold!

SALES FOLLOW UP

The real work begins.

- Fast and efficient follow up is key to successful post show sales.
- Send thank you emails to new customers who visited.
- Personal phone calls and emails to potential sale leads.
- Mail out information the next day.

MARKETING

Spread the word like confetti!

- ****Social Media**** - Let the virtual party begin in your community!
- ****Emails & Phone Calls**** - Give your contacts a ring-a-ding and shout from the rooftops that you'll be there!
- ****GWE Marketing Material**** - Snag our fabulous web banners and let your creativity shine!
- ****Social Media Shoutout**** - Announce your expo presence and roll out the red carpet for your followers!

AFTER THE EVENT

- Dive into social media like a kid in a candy store!
 - Blog about the epic event and spill the tea!
 - Share those fabulous snaps on Facebook, Instagram, and your website!
- Add those shiny new contacts to your social media squad!

SALES TACTICS AND ON-SITE MARKETING

- Understand your environment and tailor your sales pitch.
- Create easy to understand pricing and packaging - make the sales as easy as possible!
 - Collect as much information as you can - build your database.
 - Use 'event only' specials to create urgency and secure bookings. Do a competition to WIN or an add on to add value.
 - Work as a team!
- Create a buzz with social media throughout the day. Use Facebook and Instagram stories throughout the day.

STYLING YOUR STALL

PLANNING

Think of your stand as a beautiful room, or a piece of art. Everything in the 'frame' of your stall has to be chosen and arranged to be a cohesive part of this artwork.

Start by compiling images that inspire you, find the trends amongst your images and develop a mood board and colour palette for your stall.

SIGNAGE

Signage is key and if you have a beautiful brand identity, then creating beautiful signage shouldn't be a problem.

designing your signage, think of the things that are hot right now across interiors and fashion - marble, metallic, concrete, strong graphics, geometrics- and perhaps incorporate them if they also work with your overall brand identity.

Some of you will be working to strict budgets, as will most of your potential customers, so don't let this set you back! Sometimes the best ideas are the simplest.

SERVICE BASED

If making connections is more important to your business than displaying a physical product, consider setting up a series of tables that people will feel comfortable grouping around.

BRANDING

Branding is vital, and we would say one of the most important things to get right. Your stand is YOUR brand, and if your brand marries nicely with a couples 'brand', you are already halfway there to turning them into customers.

Exhibiting is not necessarily about just showing your product, but communicating your brand as an experience, in a 3D space, and as a personality. So make sure your stand not only showcases your product, but showcases your 'vibe', and, we cant stress this enough, DONT compromise on this.

So think about your target market and make sure your stand aesthetic appeals to them. Be authentic, and you can't go wrong.

We would strongly suggest making rough sketches and drawing up a to scale floor plan of how you would like to set up your stand. You will, guaranteed, be faced with surprises on bump in day- pre-planning just helps eliminate some of them.

