

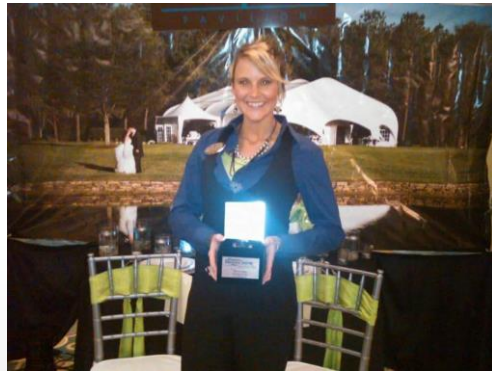
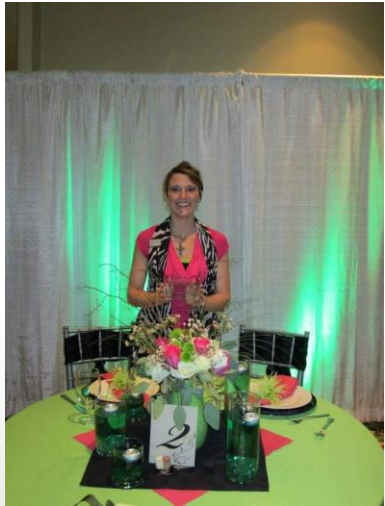


# Creating a Wedding Show Booth to Remember

**“The 5 Senses of a Wedding Show”**



We've taken home a little hardware





**What are you  
selling?**



## How do you choose which show is right for you?

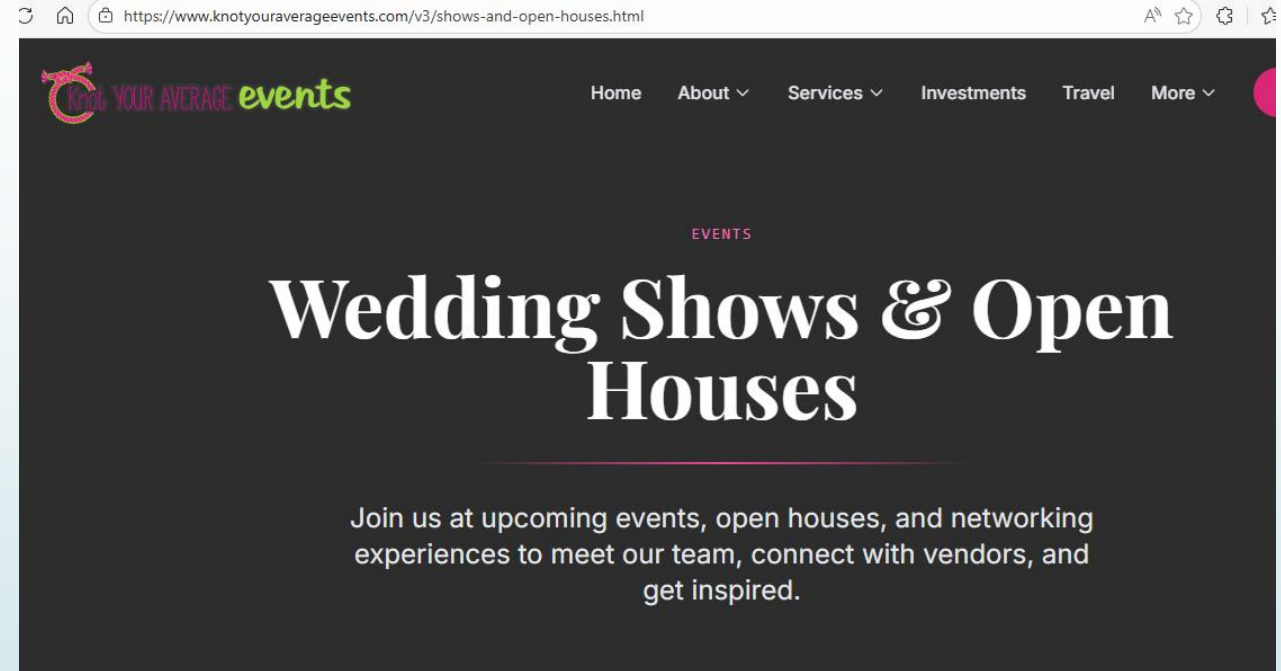
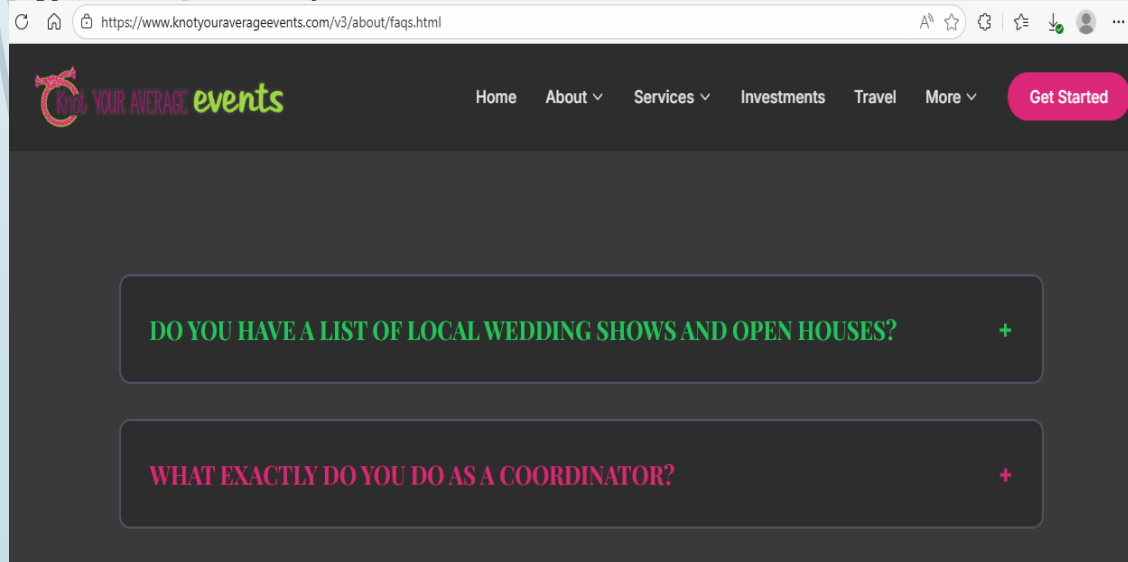
- ▶ Research your area
  - ▶ How many are offered
  - ▶ When are they offered
  - ▶ How well are they attended
    - ▶ How do they advertise
  - ▶ Is it their first one or annually
    - ▶ How many years?
- ▶ Attend local wedding shows



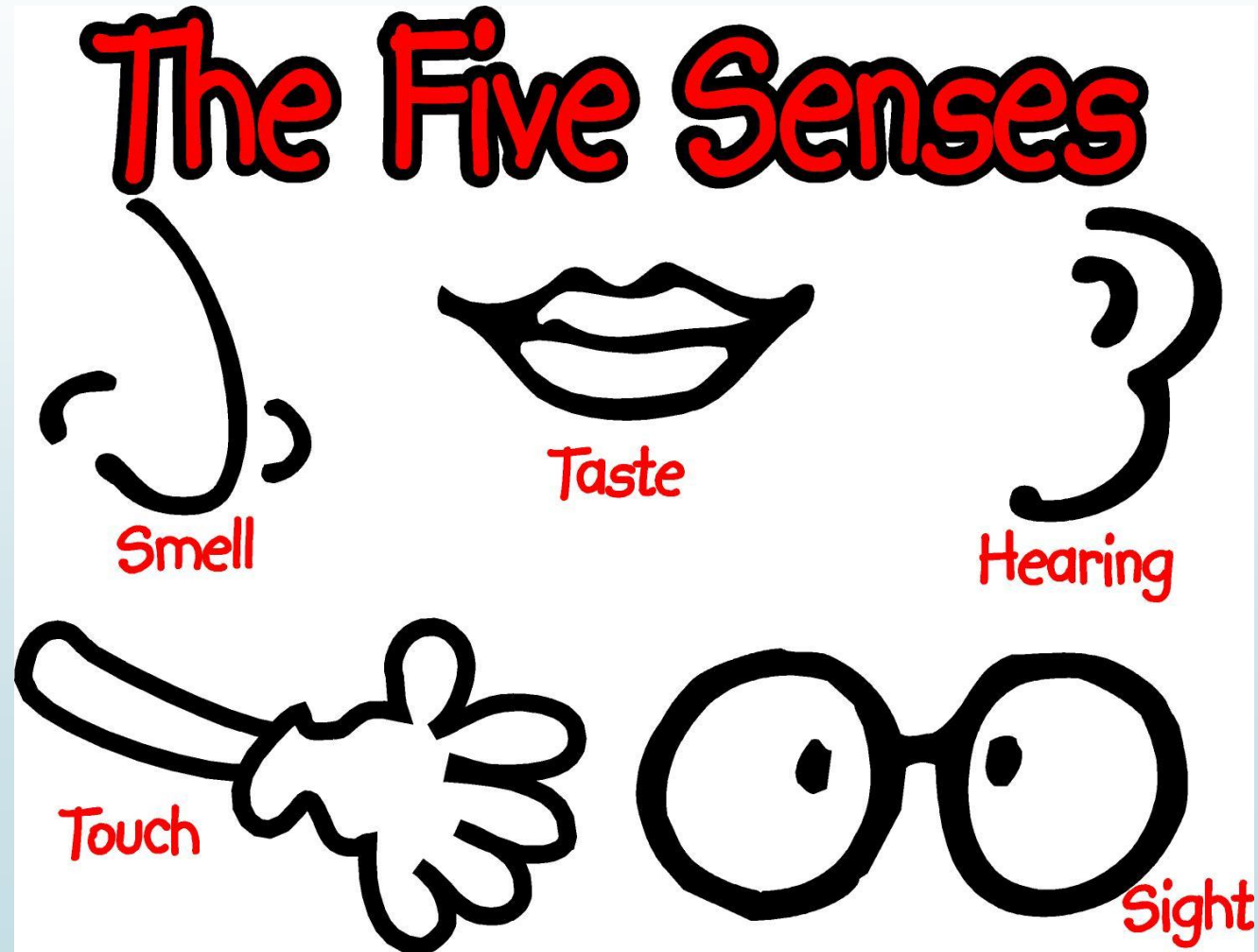
# How do you choose which show is right for you?

- ▶ What does your finances say?
  - ▶ What size booth can you purchase
  - ▶ How is your marketing supplies
    - ▶ Do you need new banners/flyers
- ▶ Look at the ROI...
  - ▶ How many leads do you need to convert
- ▶ When is a good time to do a show?
  - ▶ How busy are you currently
    - ▶ Are you booking this year or future?
  - ▶ Can you follow up

# List all the shows on your website



# “The 5 Senses of a Wedding Show”





The  
“LOOK”  
is the  
easiest  
and will  
set the  
tone of  
your  
booth

# Who are you and what are you selling?

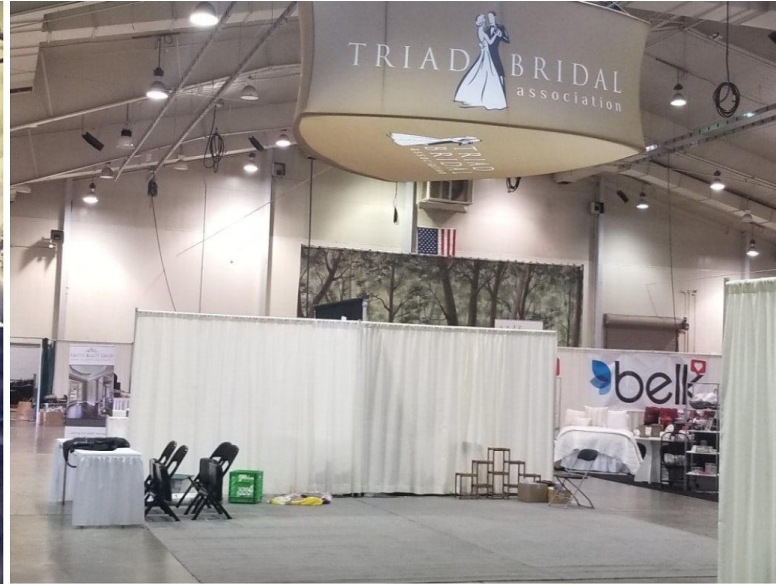






We start with  
the  
same amount  
of  
SPACE

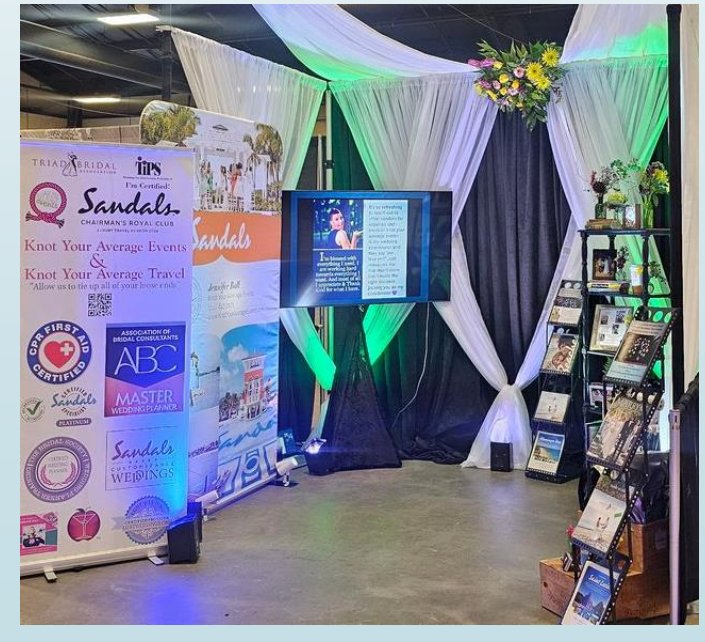




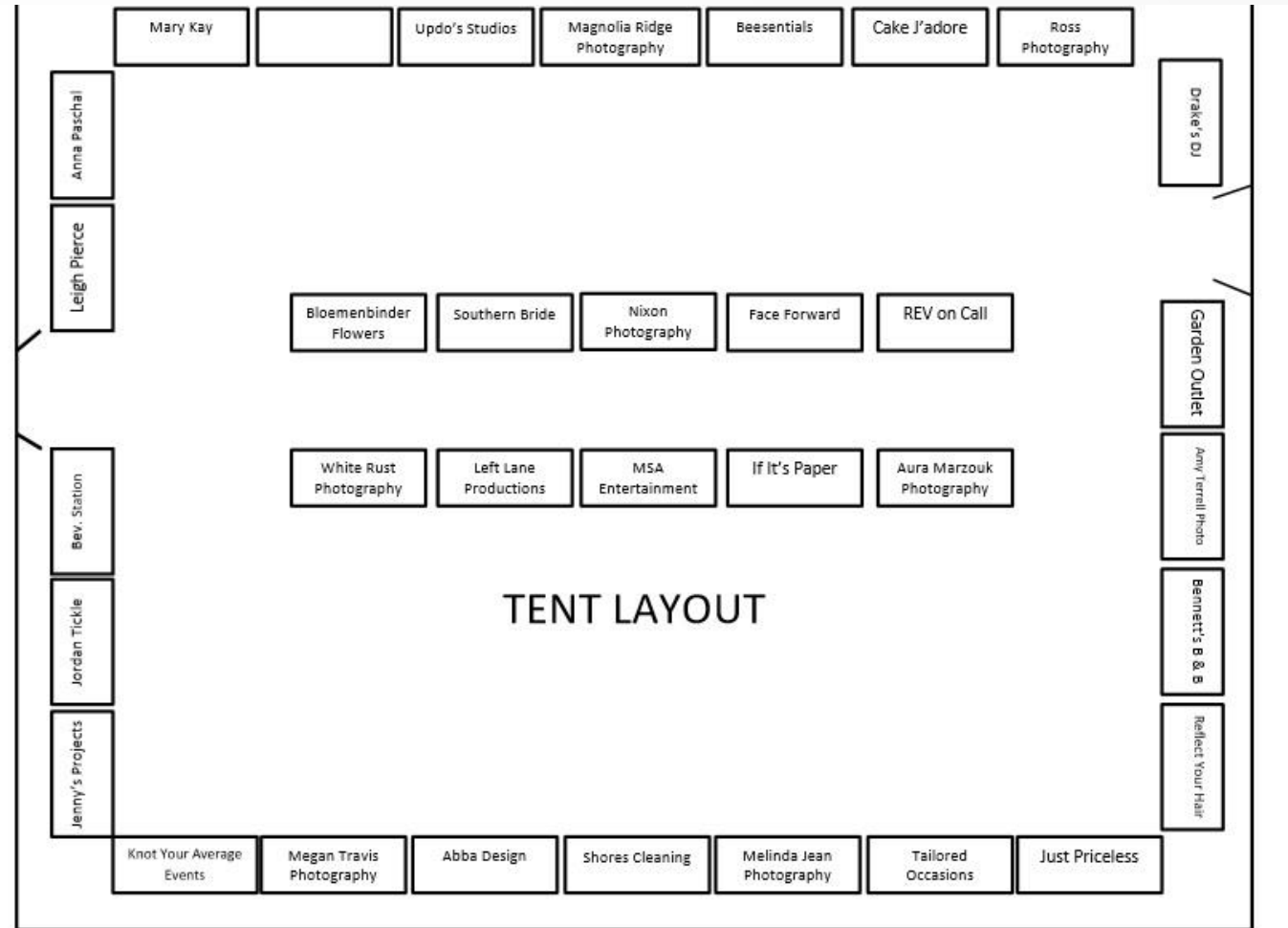


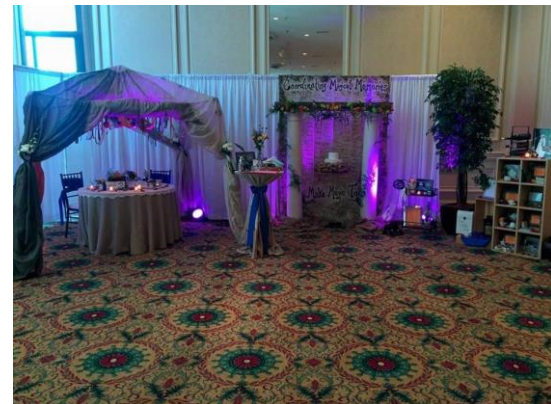


Be proud of  
who you  
are...you  
earned it!



Location,  
Location,  
Location....



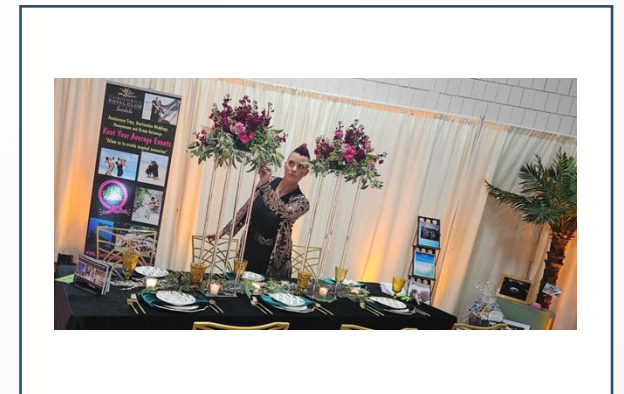
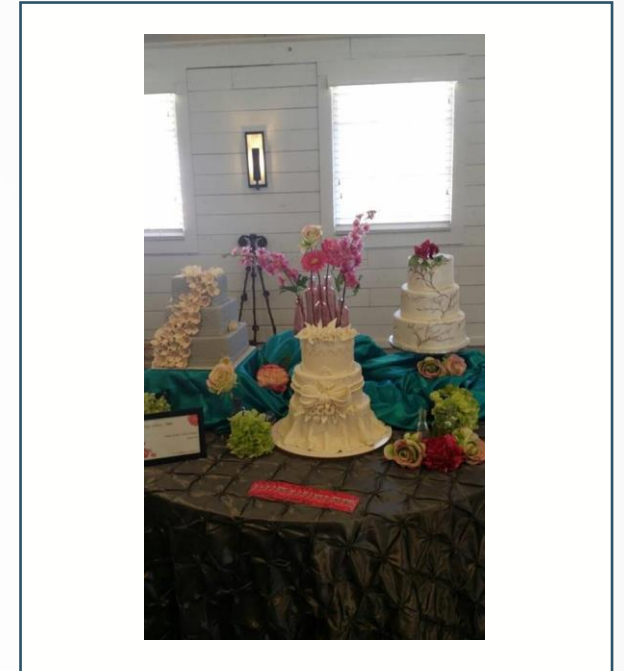
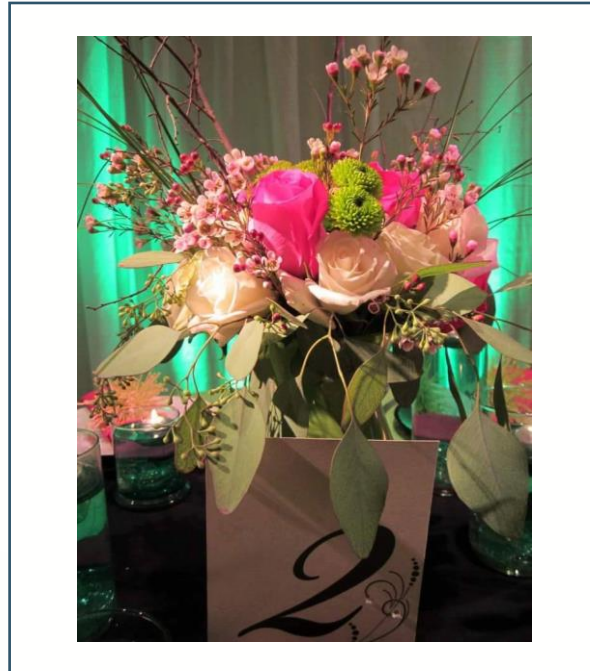




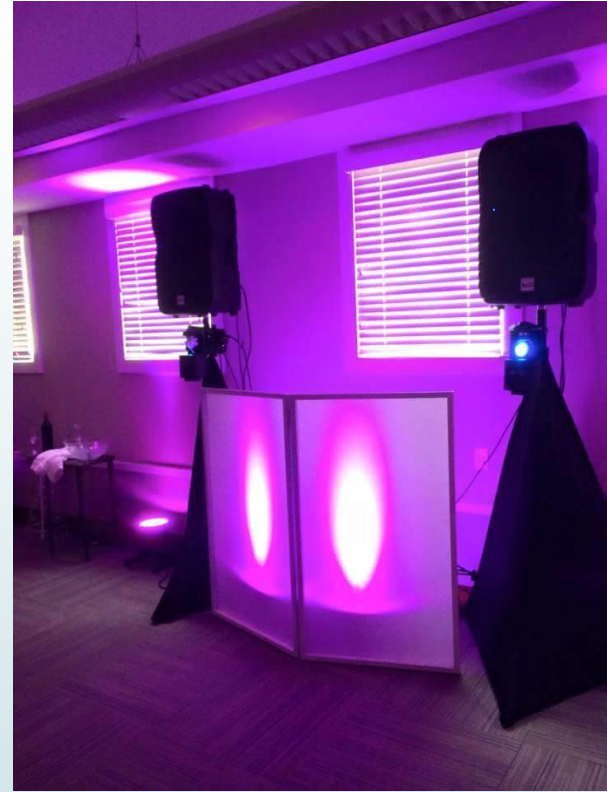
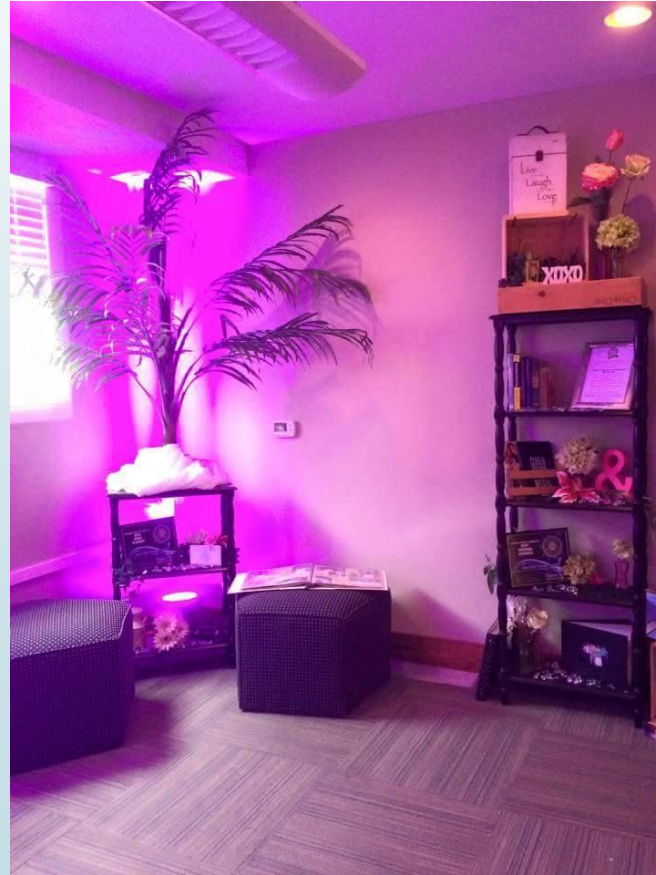
Michelle Robinson  
PHOTOGRAPHY



# Hear, Smell & Taste



# Teamwork makes the dream work





It's a feeling  
you get...







## The don'ts of a wedding show...

- Do not sit behind or at your booth
- Do not eat at your booth
- Do not play on your phone
- Beware of your body language



## Tips to have a successful day...

- **When should I arrive?**
- **What should I wear?**
- **What should I hand out?**
- **Giveaways**
- **Feature Table**
- **How do I collect information?**
- **Follow up**



Be one of the  
first to arrive  
and last to  
leave...

# Network as much as possible



# Have a team with you



Have you thought about having a past client your booth?





Dress  
professionally  
and  
comfortable



# What should people walk away with?





Give a little SWAG away....



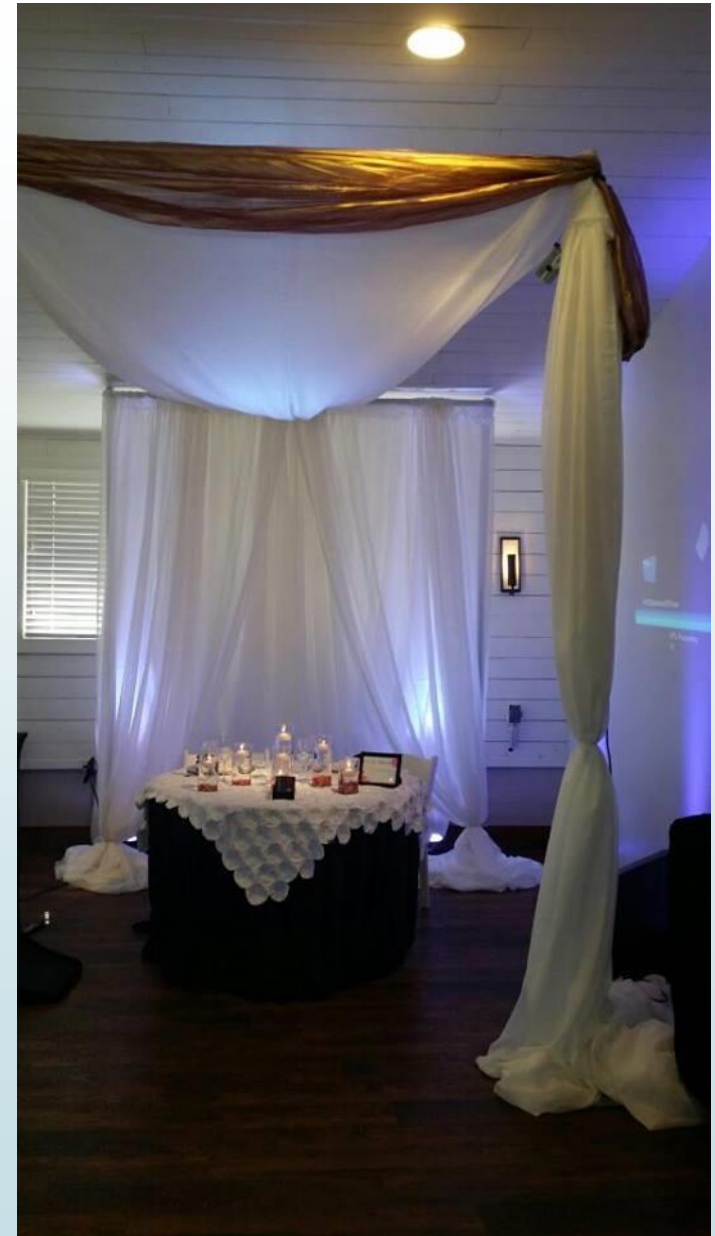
*Michelle Robinson*  
PHOTOGRAPHY

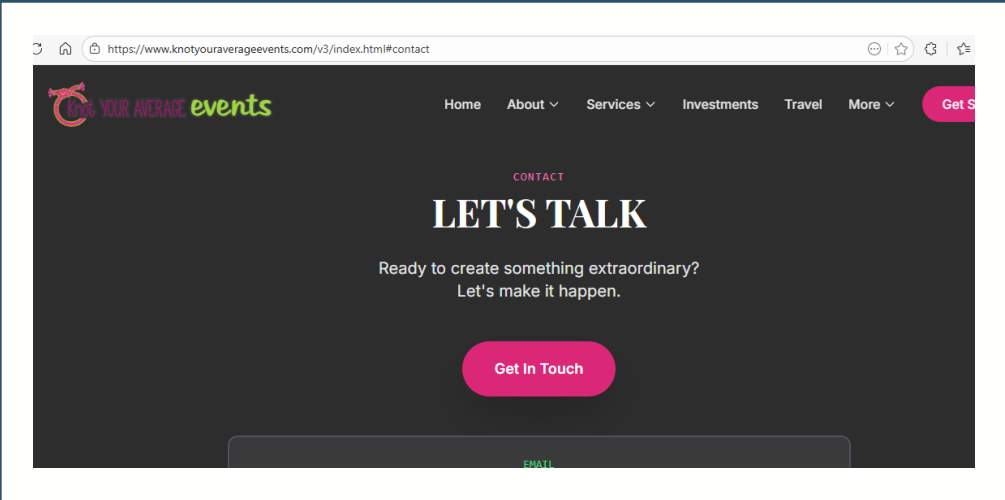
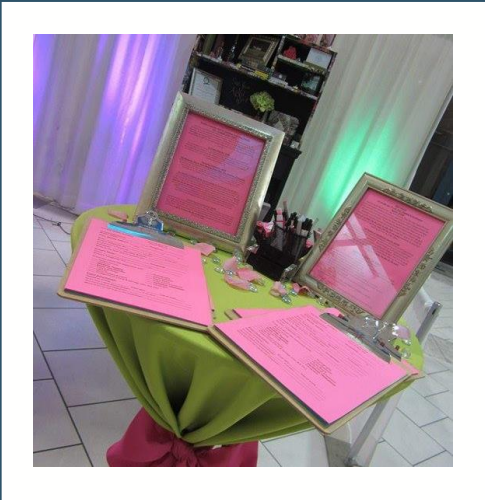


Be a Sponsor



# Spotlight

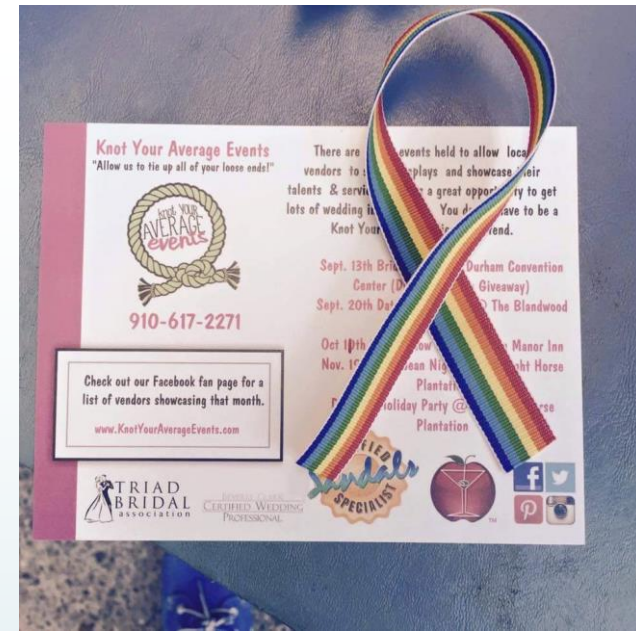




# How can we contact you?



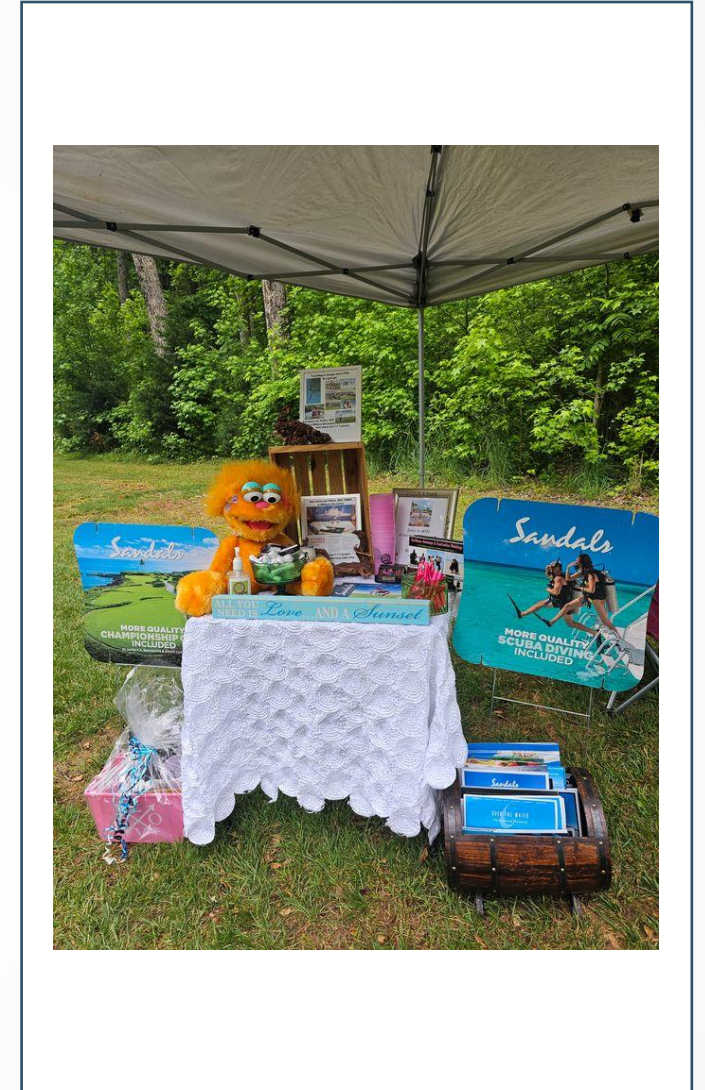
Scan Me



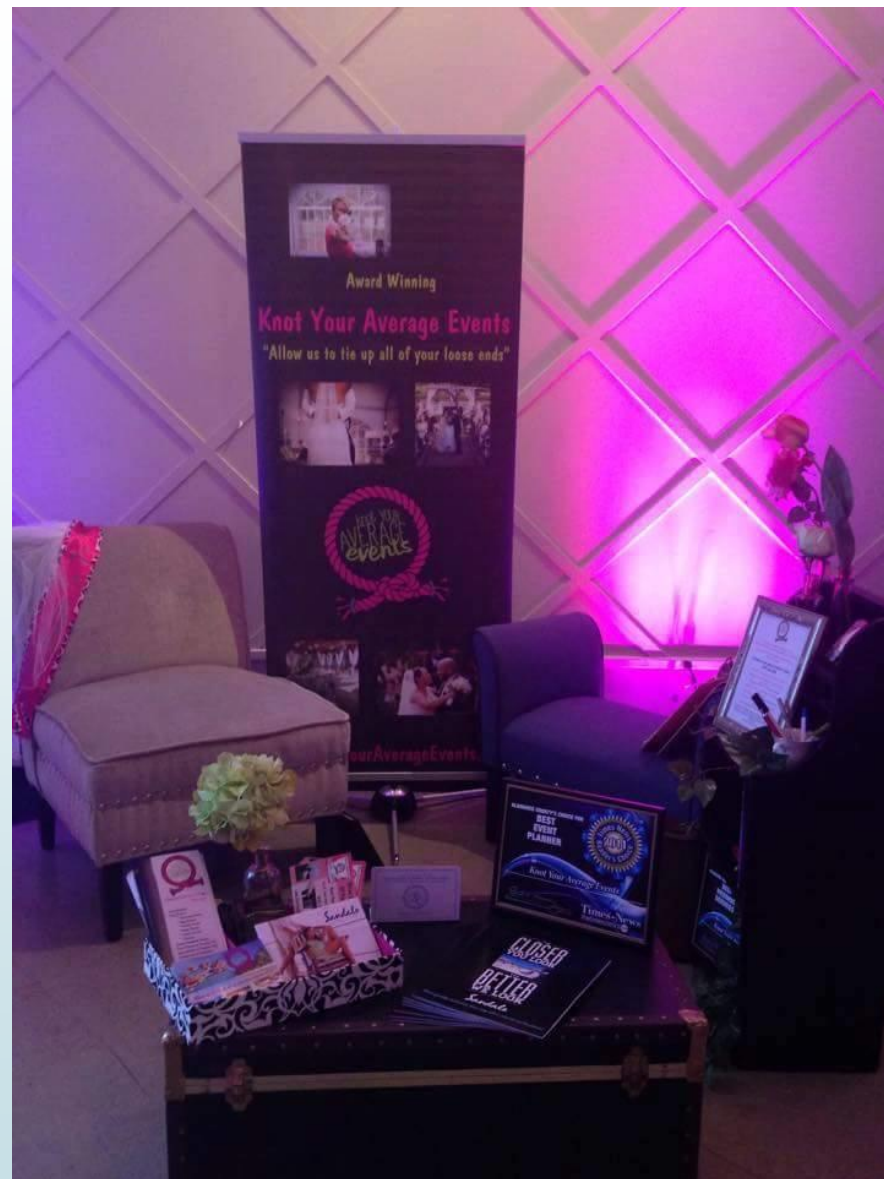
We've met...  
now what?

# Other opportunities to meet couples

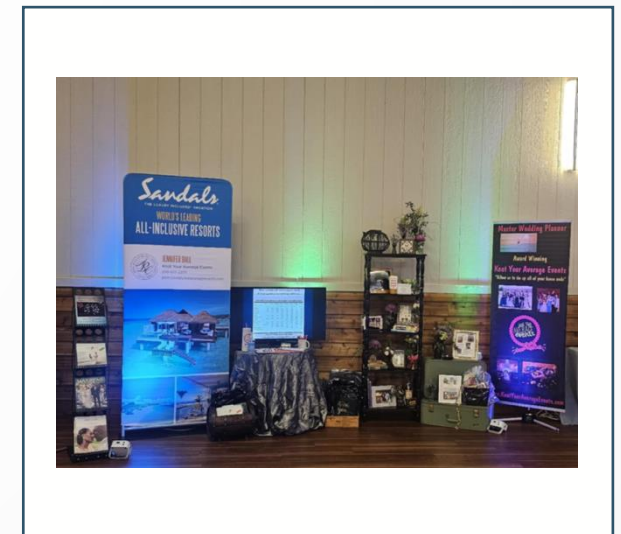
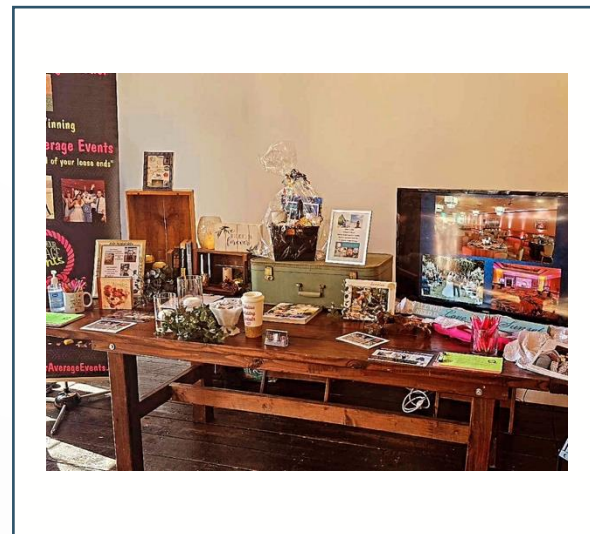
- Open houses at venues
- Festivals
- Luncheon Sponsorships
- Local School Events
- Chamber Events
- Golf Tournaments
- Networking Events
- Holiday Events



# Venues



Always ask if there are other ways you can showcase in their show/open house...



# Festivals



# Local Schools



# Chamber Nights & Networking Events



# VIP Nights



Michelle Robinson  
PHOTOGRAPHY



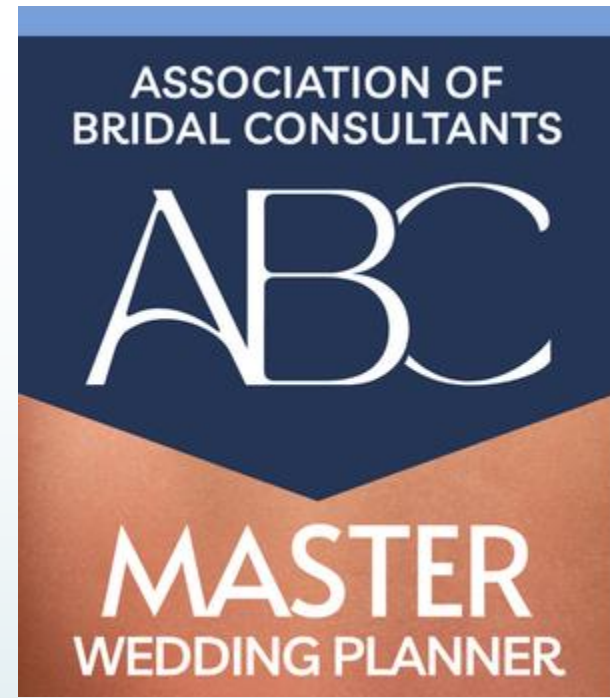
Michelle Robinson  
PHOTOGRAPHY



Michelle Robinson  
PHOTOGRAPHY



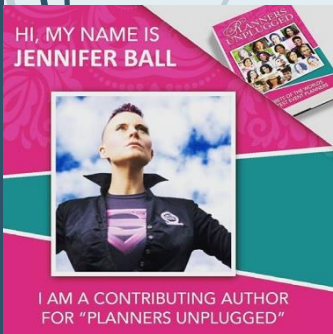
What does  
USP  
stand for?



Knot YOUR AVERAGE Travel



# Unique Selling Proposition



**Sandals**  
CHAIRMAN'S ROYAL CLUB  
ELITE ADVISOR 2026



*Sandals*  
WEDDING  
SILVER SPECIALIST 2025

**IADWP**  
International Association of  
Destination Wedding Professionals

# What's going to make you stand out?



A woman with short hair, wearing a black dress with long, gold-sequined sleeves, stands with her arms raised in celebration. She is smiling broadly. The background shows an event booth with a black shelving unit on the left holding a coffee cup and a framed photo. To her right is a round white table with a large black vase of flowers, a black tumbler, and some papers. A banner with a logo is visible behind the table. The floor is wooden, and a white chair is partially visible in the foreground.

[Jenn@KnotYourAverageEvents.com](mailto:Jenn@KnotYourAverageEvents.com)