



**WHITE SKY**  
EVENTS

**Wedding Fair Exhibitor  
Information Pack  
2018**

**01634 844 799**  
**enquiries@whiteskyevents.co.uk**  
**6 Anchor Road, Rochester, Kent. ME1 2PR**  
**www.whiteskyevents.co.uk**



# THE KENT Wedding Fair MAKE YOUR SPECIAL DAY A PERFECT ONE

## **Wedding Fair FAQs**

### **What is included in the exhibitor fee?**

- table, chairs and white table cloth (if required)
- complimentary lunch & refreshments during the day up to for 3 people
- promotion of your Facebook, Twitter pages and website via our social media
- full spreadsheet database of contact details of all of the couples that attend and register for the event (supplied via email after the event)
- listing of contact details and service description on our website
- listing of contact details and service description in our visitors guide, given to every couple that attends the event
- hardcopy marketing materials for the event sent to you via post (if applicable)
- free electricity access (if requested on your booking form)

### **How much does it cost to exhibit?**

Our costs are very competitive for the service that we provide and stands start from as little as £75. We like to keep our costs as low as we can, in order to help small businesses grow in this competitive industry. Our costs do vary according to venue, so please refer to our price list for full information.

### **Can we choose where our stand is?**

We do not sell pre-allocated pitch locations as every event is different. We try our best to ensure that companies that offer similar services are not next to or opposite one another, and also, we need to accommodate companies that require electricity, so a lot of time and effort is put into creating a bespoke floor plan for each event.

On your booking form you can request where you would like your stand to be located, for example you may need to be in a corner or against a wall for your stand to look its best, then we take this all into consideration when creating the floor plan.

## **How many of each trade type will you have?**

We usually have a maximum of 3 similar trade types at each event and at our smaller venues, we will have a maximum of 2. The only trade type we have slightly more of is photographers, which would be 3 maximum at smaller venues and 5 at large venues.

## **What are the opening hours of the fairs?**

All of our fairs are open to the public from 10.30am and all fairs finish at 3pm.

## **When we receive our set up information?**

Full set up information and a floor plan will be emailed to you in the week leading up to the event.

## **How do we book a space at your wedding fairs?**

You can book online via our website [www.whiteskyevents.co.uk](http://www.whiteskyevents.co.uk). Once your booking has been processed, we will send you an invoice for your space. Alternatively, please complete the attached booking form section and return it to us either via email or post with payment for your stand. We accept BACS payments or debit card payments over the phone. Please call us on 01634 844 799 if you would like to pay by card. Once we receive your online booking or booking form, plus your payment, you will be booked at your chosen event(s) & we will issue you a receipt as confirmation.

## **Can I reserve a space and pay later?**

We are unable to reserve spaces and we book spaces on a first come, first serve basis to make it fair for everyone. If you are unable to pay in full at the time of booking, we can accept a 50% deposit to confirm your space, then the balance would be due no later than 1 month prior to the event.

## **I can't make this event. Can I promote my business any other way?**

Yes. If you are unable to make it to one of our fairs but do still wish to advertise, we offer the facility to have your flyer, brochure or sample placed into the free goody bag given to every couple as they enter. This costs £35.

You can also advertise with us online via our Groupon style 'Big Day Deals' online wedding fair. Please call the office to discuss how this will help to gain you business.

We really hope that you are able to join us this year and if you have any further questions please do not hesitate to call us on **01634 844 799** or email us at **[enquiries@whiteskyevents.co.uk](mailto:enquiries@whiteskyevents.co.uk)**

## **Marketing & Advertising**

We know how important advertising is to ensure a good footfall of couples at each event. We operate a large scale marketing campaign for each event which includes:

- Print and online advertising in A Kentish Ceremony, Kent Bride and Your Kent Wedding magazines
- Large scale online coverage including listings in every online wedding fair listing site
- Advertising and promotion via Facebook, Twitter and our website. We also direct traffic towards your social media pages or website to increase your likes and followers
- Flyer and poster campaigns in and around the area of each event, of which we also supply to all of our exhibitors
- Large banners and road signs promoting the event in the lead up to it, either at the venue or in prominent large footfall areas near to the venue (council permitting)
- Paid for Facebook and Google advertising
- Regular SEO management to maintain a good Google presence
- Direct emails to our large database of couples getting married in the next 3 years
- Building good relationships with our venues, who in turn promote the events on their website, social media and to their database of prospective couples planning their weddings

## Dates & prices

Please tick which event(s) & stand size you would like to book & include with your booking form

### **Royal Wells Hotel, Sunday 18th March 2018**

Medium (3m x 2m pitch) includes 1 x 6ft table or 1 x 5ft round @ £95

Large ( 6m x 2m pitch) includes 2 x 6ft tables @ £150

### **St. George's Centre, Chatham, Sunday 8th April 2018**

Medium (3m x 2m pitch) includes 1 x 6ft table or 1 x 5ft round @ £95

Large ( 6m x 2m pitch) includes 2 x 6ft tables @ £150

### **Priestfields Stadium, Gillingham, Sunday 22nd April 2018**

Medium (3m x 2m pitch) includes 1 x 6ft table or 1 x 5ft round @ £75

Large ( 6m x 2m pitch) includes 2 x 6ft tables @ £120

### **The Pegwell Bay Hotel, Ramsgate Sunday 29th April 2018**

Medium (3m x 2m pitch) includes 1 x 6ft table or 1 x 5ft round @ £95

Large ( 6m x 2m pitch) includes 2 x 6ft tables @ £150

### **Corn Exchange, Rochester, Sunday 13th May 2018**

Medium (3m x 2m pitch) includes 1 x 6ft table or 1 x 5ft round @ £95

Large ( 6m x 2m pitch) includes 2 x 6ft tables @ £150

### **Mercure Hotel, Tunbridge Wells, Sunday 20th May 2018**

Medium (3m x 2m pitch) includes 1 x 5ft table or 1 x 5ft round @ £85

Large ( 6m x 2m pitch) includes 2 x 5ft tables @ £135

### **Bexleyheath Marriott Hotel, Sunday 3rd June 2018**

Medium (3m x 2m pitch) includes 1 x 6ft table or 1 x 5ft round @ £95

Large ( 6m x 2m pitch) includes 2 x 6ft tables @ £150

## Dates & prices

Please tick which event(s) & stand size you would like to book & include with your booking form

### **Priestfields Stadium, Gillingham, Sunday 2nd September 2018**

Medium (3m x 2m pitch) includes 1 x 6ft table or 1 x 5ft round @ £75

Large ( 6m x 2m pitch) includes 2 x 6ft tables @ £120

### **Bexleyheath Marriott Hotel, Sunday 9th September 2018**

Medium (3m x 2m pitch) includes 1 x 6ft table or 1 x 5ft round @ £95

Large ( 6m x 2m pitch) includes 2 x 6ft tables @ £150

### **Royal Wells Hotel, Sunday 16th September 2018**

Medium (3m x 2m pitch) includes 1 x 6ft table or 1 x 5ft round @ £95

Large ( 6m x 2m pitch) includes 2 x 6ft tables @ £150

### **Corn Exchange, Rochester, Sunday 23rd September 2018**

Medium (3m x 2m pitch) includes 1 x 6ft table or 1 x 5ft round @ £95

Large ( 6m x 2m pitch) includes 2 x 6ft tables @ £150

### **The Pegwell Bay Hotel, Ramsgate Sunday 30th September 2018**

Medium (3m x 2m pitch) includes 1 x 6ft table or 1 x 5ft round @ £95

Large ( 6m x 2m pitch) includes 2 x 6ft tables @ £150

### **Mercure Hotel, Tunbridge Wells, Sunday 7th October 2018**

Medium (3m x 2m pitch) includes 1 x 5ft table or 1 x 5ft round @ £85

Large ( 6m x 2m pitch) includes 2 x 5ft tables @ £135

### **St. George's Centre, Chatham, Sunday 14th October 2018**

Medium (3m x 2m pitch) includes 1 x 6ft table or 1 x 5ft round @ £95

Large ( 6m x 2m pitch) includes 2 x 6ft tables @ £150

# WEDDING FAIR EXHIBITORS BOOKING FORM

## EXHIBITOR CONTACT DETAILS

Company Name:.....

Contact Name:.....

Business Address:

.....

Tel No:.....

Mobile:.....

Email:.....

Website:.....

Facebook:.....

Twitter:.....

Instagram:.....

Product or Service your company offers:

.....

Please complete full details above for our records, however if there are any contact details that you would not like to appear in the Visitors Guide, please give us details here:

.....

.....

**VISITOR PROGRAMME ENTRY** *Please describe the product/service that you offer in a couple of sentences.*

.....

.....

.....

## EXHIBITOR SET UP REQUIREMENTS

*All requests on this booking form cannot be guaranteed but every effort will be made to accommodate you.*

Table: Round/Rectangular trestle/No table required (delete as appropriate)

No chairs required:.....

Electric point required?: Yes / No

*We do not charge extra for electric, however there are limited power sockets at some venues. If you do need electric please ensure you specify this on this booking form, as changes to location may not be possible on the day of the event. Please only request electric if it required for the function of your stand.*

Location of stand preference request.....

Do you have a disability? *If so please specify so that we can assist you if required*

.....

*We provide up to 2 lunches for small & medium size stands & up to 3 lunches for large stands*

Number of lunches required? 1 2 3

Do you have any food allergies?.....

Please give a brief description of what your stand will include:

.....  
.....  
.....

*Please be aware you must adhere to the size of stand that you have booked. On the day of the event, should we feel that your stand, marketing materials or additional items that you bring to the fair exceed your pitch size, you may be asked to either remove items or pay for a suitable upgrade of space (subject to availability).*

**PAYMENT INFORMATION**

Full payment by card or BACS plus return of this form via email or post is required in order to book your exhibition space. We are unable to reserve spaces without booking form and payment. Once we have processed your booking, you will be issued with a receipt & full details of the event including set up information and floor plan will be emailed to you approx. 1 week prior to the event .

Once we have received your booking form and payment, you will be fully booked at the chosen event(s) & we will issue you a confirmation receipt.

Card payments can be taken over the phone. Please call the office on 01634 844799 should you wish to pay by this method.

BACS Details:  
Account: White Sky Events Ltd  
Account Number: 73751944  
Sort Code: 60-09-16

I confirm that I have read & understood the terms & conditions.

Signed:..... Print name: .....

Date:.....