



SPRING 2027

EXHIBITOR MANUAL

Create a show worth remembering.

Your guide to preparing a standout booth, connecting with couples, and making the most of every conversation.

SEE MORE. DISCOVER MORE. EXPERIENCE MORE.



1 BEFORE

Prepare + promote

JAN 03

Northern Virginia | Dulles Town Center

MAR 07

Maryland | Live! Casino & Hotel Maryland

APR 11

Richmond | Greater Richmond Convention Center

2 DURING

Connect + capture

3 AFTER

Follow up + measure

YOUR BOOTH IS PART OF THE EXPERIENCE.

QUICK REFERENCE

Dates that keep you on track.

Use your show column to plan. Earlier written deadlines in your agreement or service orders still apply.

KEY DATE	NORTHERN VA	MARYLAND	RICHMOND
Show day	Jan 3, 2027	Mar 7, 2027	Apr 11, 2027
30 days before	Dec 4, 2026	Feb 5, 2027	Mar 12, 2027
~2 weeks before	Dec 20, 2026	Feb 21, 2027	Mar 28, 2027
7 days before	Dec 27, 2026	Feb 28, 2027	Apr 4, 2027



30 DAYS BEFORE | Submit + settle

Pay the remaining exhibit balance; submit your Certificate of Insurance and required exhibitor forms; disclose sampling and special activities. Start any permit or venue approval process earlier if needed.

Payment: Unless otherwise stated in writing, \$500 of the exhibit fee is due at the time of registration or reservation, and the remainder is due no later than 30 days before the Show.

Northern Virginia: Map inclusion deadline is December 18. Where your written order specifies December 3 for payment, use that earlier date.

YOUR VENUE / YOUR SCHEDULE

Northern Virginia

Sunday, January 3, 2027



DTC Expo Center | Sterling, VA
Dulles Town Center



Your move-in + show schedule

Public expo: Noon-5 p.m.

Exhibitor arrival: 8-9 a.m.; finish setup by 11:30 a.m.

Move-in: Sunday only. No Saturday access.

Move-out: 5-7 p.m.; all materials out by 7 p.m.



Your event logistics packet

Exhibitor move-in directions, loading entrance details, parking, the final load-out window, and other key details will be emailed approximately **2 weeks before this event**.

VIP early access: Couples enter at 11:30 a.m., 30 minutes before general admission. Have your team, samples, demonstrations, and lead capture ready. Keep your booth active until 5 p.m.

YOUR VENUE / YOUR SCHEDULE

Maryland

Sunday, March 7, 2027



Live! Casino & Hotel Maryland
Hanover, MD



Your move-in + show schedule

Public expo: Noon-5 p.m.

Booth-ready / VIP entry: 11:30 a.m.

Move-in and final load-out: Details will be provided in your event logistics packet.



Your event logistics packet

Exhibitor move-in directions, loading entrance details, parking, the final load-out window, and other key details will be sent approximately **2 weeks before this event**.

VIP early access: Couples enter at 11:30 a.m., 30 minutes before general admission. Have your team, samples, demonstrations, and lead capture ready. Keep your booth active until 5 p.m.

YOUR VENUE / YOUR SCHEDULE

Richmond

Sunday, April 11, 2027



Greater Richmond Convention Center



Your move-in + show schedule

Public expo: Noon-5 p.m.

Saturday setup: April 10, 8 a.m.-6 p.m.

Sunday: Building opens 7 a.m.; exhibitor setup 7:30-11:30 a.m.

Booth-ready / VIP entry: 11:30 a.m.

Move-out: 5-8 p.m.



Your event logistics packet

Exhibitor move-in directions, loading entrance details, parking, the final load-out window, and other key details will be sent approximately **2 weeks before this event.**

VIP early access: Couples enter at 11:30 a.m., 30 minutes before general admission. Have your team, samples, demonstrations, and lead capture ready. Keep your booth active until 5 p.m.

BEFORE / PREPARATION

Your show-ready checklist.

Confirm the essentials before show week so you can focus on couples when the doors open.

- ☐  **Check your order**
Verify show, booth size, contact details, balance, and everything included in your package.
- ☐  **Send your business information**
Provide your company name, category, website, social handles, logo, and a short description through the form or contact in your confirmation.
- ☐  **Submit insurance + required forms**
Submit by your show's 30-day deadline. Ask for exact coverage limits, certificate-holder wording, and additional insured names before your insurer issues the certificate.
- ☐  **Order the services you need**
Confirm electricity, Wi-Fi, tables, chairs, carpet, and rentals. Inclusions, prices, and service deadlines vary by venue and order.



Confirm. Plan. Prepare.

Keep your order, approvals, and service confirmations together.

BEFORE / YOUR TEAM

Brief your team. Pack your plan.

A little preparation makes show day smoother for everyone.

☐ **Describe your booth experience**

Disclose sampling, demonstrations, vehicles, large structures, sound, and unusual equipment in advance. Obtain approvals before committing to installations.

☐ **Brief your booth team**

Share arrival time, loading instructions, booth number, breaks, lead capture, and your 11:30 a.m. ready time.

☐ **Prepare your follow-up**

Create your lead form, appointment calendar, and first follow-up message before the show.

Pack your setup kit

Signage, chargers, power strips and approved cords, tape permitted by the venue, tools, cart, brochures, QR code, backup paper lead forms, appointment calendar, and approved sampling supplies.

Planning checkpoints: Around 2 weeks before the show, watch for logistics and confirm supplies, staff, and promotion. At 7 days, review loading instructions, test your lead form, and pack. These are recommended checkpoints, not service-order cutoffs.

BEFORE / PROMOTION

Give couples a reason to find you.

Use your event artwork to invite prospects and clients to meet you at the show.



Share your plans

Let prospects know where and when they can meet you. Use the correct artwork for your show.



Show a preview

Give couples a glimpse of your booth experience, signature work, or what they can discover.



Invite a next step

Point couples to weddingexperience.com and encourage them to stop by your booth.

BEFORE / DESIGN

Four neighborhoods. More discovery.

Your neighborhood helps couples find complementary wedding professionals.



WEDDING VISION

Venues, planners, officiants, invitations, and planning resources.



STYLE + DESIGN

Fashion, beauty, jewelry, florals, decor, rentals, and lighting.



TASTE + CELEBRATION

Catering, cakes, beverages, DJs, bands, and celebration experiences.



CAPTURE + GETAWAY

Photography, video, content creation, transportation, and travel.



Placement is assigned by Show Management. Confirm your booth number and neighborhood in the final floor plan.

BEFORE / YOUR BOOTH

Design for a conversation.

Help couples understand what you do, why it matters, and how to take the next step.

**Draw them in**

Use a clear focal point and signage readable from the aisle. Your booth should quickly communicate what you do.

**Let them try**

Offer a tasting, styling idea, demo, or quick consultation that gives couples a reason to participate and talk with you.

**Make it easy**

Give interested couples one clear next step: book, scan, or schedule. Leave room for conversation, and keep bulky displays and queues inside your assigned footprint.

DURING / A GOOD NEIGHBOR

Your booth is your boundary.

A clear aisle helps couples explore and keeps access open for everyone.

YOUR ASSIGNED BOOTH

DISPLAY



STAFF + VISITORS

Inside your space

Displays, signs, furniture, demonstrations, samples, staff, and giveaway entries.

No aisle activity

No solicitation, handouts, extended displays, or queues outside your booth.

KEEP THE AISLE CLEAR



DO

Keep sound considerate. Secure cords. Wear exhibitor credentials when provided. Store cartons and personal items neatly. Ask before changing your footprint.



DO NOT

Share booth space or promote a non-exhibiting business without approval. Attach items to venue surfaces or drape without permission. Pack up before 5 p.m.

Check before bringing: Open flames, cooking equipment, helium balloons, confetti, glitter, fog machines, and unusual installations. Venue and current Show Rules determine what is allowed.

BEFORE / SAMPLING

Serve something memorable.

Submit food and beverage sampling details at least 30 days before your show.



Food + beverage sampling

Tell Show Management what you plan to sample, how it will be served, your equipment needs, and who will prepare it. Request the correct venue and local sampling forms. Obtain applicable approvals before serving.



Plan for safe sampling

Confirm sample sizes, food handling, allergen information, refrigeration, handwashing, and waste disposal requirements for your specific venue.



Alcohol requires approval.

Do not serve or sample without written Show Management and venue approval and any required permissions. Do not assume the same sampling rules apply in Sterling, Hanover, and Richmond.

BEFORE / SPECIAL ACTIVITIES

Prizes, displays + approvals.

Send the details early. A great booth experience starts with the right approvals.



Giveaways

Make the prize, eligibility, restrictions, expiration, and winner notification clear. Keep entries inside your booth. You are responsible for delivering the prize you offer.



Special displays

Request written approval for vehicles, large structures, unusual equipment, overhead elements, or activities needing extra space, power, water, or safety measures.



Insurance belongs in your plan.

Submit your Certificate of Insurance by the 30-day deadline. Confirm the required limits and exact insured names for your show; the former owner's wording should not be reused.

Use only the ticket offers, promo codes, and submission instructions provided for your event. Send marketing assets included with your package by the stated deadline.

DURING / SHOW-DAY RHYTHM

Be ready when VIPs arrive.

Build your setup plan backward from 11:30 a.m.



11:30 A.M. | VIP ENTRY

Fully set up. Fully staffed. Ready for couples.

General admission: noon-5 p.m. Keep your booth open until 5 p.m.



MOVE-IN

Unload + reset

Use the designated loading entrance. Unload promptly, then move your vehicle. Bring your own cart and setup supplies.



11:30 A.M.

Booth ready / VIP entry

All booths must be fully set up and staffed. Clear cartons, test demos, and have samples and lead capture ready.



NOON

General admission opens

Engage couples, keep your booth staffed, and rotate team breaks. Ask about their wedding before offering a solution.



5 P.M.

Expo closes / teardown begins

Keep your booth complete until 5 p.m. Start breakdown only after the show closes and follow venue loading directions.

Need help? Contact the event team or Show Desk. The final packet will provide the on-site contact.

AFTER / CONVERT THE CONVERSATION

Make the next step personal.

Capture enough context at the booth to make your follow-up useful and specific.



YOUR LEAD CARD

Name + preferred contact

Wedding date + venue / location

Service needed + interest

Next step + agreed timing

Ask at the booth: “What are you most excited about planning, and what are you still looking for?”



WITHIN 24-48 HOURS

Contact your strongest prospects. Reference your conversation and offer a clear consultation, quote, or appointment.



WITHIN ONE WEEK

Follow up with remaining interested couples. Send the information you promised and make any show offer easy to redeem.



OVER THE NEXT 30-90 DAYS

Track appointments, proposals, bookings, and revenue. Continue helpful follow-up based on the couple’s timing and preferences.

Protect the attendee list: The post-event attendee list is included with your exhibit participation, subject to the applicable agreement and list-use terms. Use it only for your permitted business follow-up; never sell, share, or transfer it.

RESOURCES / FINAL REVIEW

Keep your essentials together.

Use your confirmation and pre-show emails for event-specific documents and updates.

- ☐  **Your confirmation + payment record**
 Show, booth size, package inclusions, balance, and any special written terms.
- ☐  **Your forms + approvals**
 Exhibitor information, insurance, sampling forms, special activity requests, and written approvals.
- ☐  **Your venue packet + final floor plan**
 Sent approximately 2 weeks before each event: exhibitor move-in directions, loading entrance details, parking, the final load-out window, and other key details.
- ☐  **Your current Show Rules & Guidelines**
 Read the current agreement and rules supplied by Show Management. This guide accompanies those documents; it does not replace them.

Let's make this a great experience.

info@weddingexperience.com
weddingexperience.com

