

2019 Valentine's Bridal Show – Sunday February 10th Chemung Hills Golf Club in Howell – 12PM to 3PM

Vendor Registration Form READ ALL DETAILS BEFORE SIGNING UP!

Setup will begin at 10 AM. See placement diagram at front entrance table for your setup area.

All vendors will be emailed an excel spreadsheet of all attendees names and emails so that you may follow up and continue to market to potential clients afterwards. You will receive this by email a few days after the event. **We have changed the way this works this year, to ensure a bigger and better list with even more details!**

Every vendor is asked to contribute ONE prize for our door drawings, having a retail value of \$25 or more. This can be a gift card to a restaurant or something of your own business if you have a tangible product that would fall into this category. No coupons or \$ off services - must be an actual product with nothing to buy. If you have a service that you want to supply as the prize, it must be completely free, not a gimmick to spend more. Vendors will keep their prizes at their tables, but fill out a prize identification form the morning of the event. We will call winners every hour, tell them what they have won and send them to YOUR table to collect the prize and meet with you.

The first 50 pre-registered brides will receive a swag bag with a complete list of all vendors and contact info. Your company info and website will be added to our website and remain there until next year. Be sure to add a link to www.michiganwedding.info in order to boost BOTH website rankings. The more people that link to us, the higher both of our rankings go on Google.

Vendor area will be at least 8 foot wide, but may vary upon needs. Chairs are being provided by the venue, but tables and linens will be brought in. If you need a table, you MUST let us know below. An 8' foot table and linen will be provided ONLY upon request. If you have your own table, it must look professional and either be covered or skirted. We realize that some of you have displays that may not require a table.

Cost for the event is \$175. The cost is still very low, but allows us to do a little more for everyone. ALL funds will be used to promote the event and to cover costs. Michigan Wedding Info does NOT make a profit on this show.

Brides will be given a passport, which helps ensure that every guest visits every vendor. Vendors will sign or stamp your vendor number (table number) on each bride's passport. Those with a completed passport (meaning they have visited every vendor) will get one entry form for our grand prize, a \$50 Mastercard gift card.

Advertising on Social Media

MichiganWedding.info will begin running ads starting the day after Christmas on Facebook and Google. We suggest you do the same 2 weeks before the event. We would be happy to help you with the process as it has changed considerably in the last few years. Posting an image on Facebook won't work like it used to. Most of your posts are only seen by less than 10% of your followers (thanks Facebook). This is so they can get you to buy paid ads, which do work. Any text included in the image must take up less than 20% of the total image area. A typical flyer will get refused when placing a paid ad. You can run ads on Facebook for as low as \$1 per day, with whatever days you choose. You can even schedule the start time for your ad. The best days to advertise are Sunday and Monday. Sundays most people are

home and Mondays, many brides tend to browse the internet at work (I guess they aren't ready to be back to work for the week). These statistics come from an SEO company and I have found them very helpful.

Now... on to the registration. You ONLY need to return THIS PAGE to register along with your \$175 registration fee. You can also pay the registration fee online at our website (vendor info at the bottom).

Business Name: _____

Contact Person: _____ Phone: _____

Address: _____ Cell: _____

E-mail address: _____

Web site address: _____

Do you have a store where we can place flyers or a small poster? Yes No

So that we can accommodate your needs... do you require:

Electricity - bring your own extension cords and power strips!

Table & linen (8 foot) Chairs are provided by the venue.

1 > You can pay online at the website and fax/mail/scan & email this page (details below)

Pay here: <http://www.michiganwedding.info/vendorinfo>

OR

2 > Return this form by mail and make checks payable to: Ed Altounian

Booths are assigned on a first come first serve basis.

ALL VENDOR FORMS AND PAYMENT MUST BE RECEIVED BY 1/26/18, No refunds.

If you should have any additional concerns or needs, please write them below.

Mail:
MWI Bridal Show
2260 Pleasant Ridge
Howell, MI 48843

Email:
info@michiganwedding.info

Fax:
810-222-5727