

Georgetown Bridal Show FAQ

How many brides are you expecting?

We anticipate 200-250 brides attending the show along with an average of two guests each. In 2009, we had 100 brides attend the show. In 2010, we had 150 brides. This year, we're confident will increase attendance by 50% yet again.

Where will the show be held?

Last year's show was held in the cafeteria of the new 9th grade center (4490 E University). This year, that same building is called East View High School. Same building. New name. Same bridal show location.

Will I receive a bridal leads list? If so, when?

All vendors will receive the list of pre-registered brides and those who attended after the show. Sponsors will receive the list prior to the show.

How are you marketing the event?

New website & logo

Professionally created to be more appealing to brides. (www.GeorgetownBridalShow.com)

Will list participating vendors.

Sponsors have their logo and/or an ad on the landing page.

After the show, pictures of each vendor booth and the name of the vendor will be posted.

Honeymoon Giveaway

A free honeymoon giveaway has been secured.

Bridal Cash

A portion of this year's booth costs will go to creating \$2,500 in "bridal cash." The bridal cash is essentially monopoly money given away as a door prize. The bridal cash can only be redeemed with a vendor at the show and must be redeemed within 30 days. The great thing about this bridal cash is that the vendor who receives it is able to bring it to the Chamber to exchange it for the real cash!

Cash prizes attract brides. This system ensures that the bride spends the cash with a vendor from the show. We anticipate having 5 separate drawings throughout the day for \$500.

Online Marketing

Facebook page for the bridal show that will be updated often

Twitter

Craigslist postings

OneWed.com ... a way to help make the show rank higher in Google searches

Austin360.com

Community websites ... radio, local newspapers, etc.

Movie Theatre Ad

Ad at City Lights Theatre in Georgetown

Print Marketing

Article in Focus on Georgetown Magazine & in Focus on Round Rock Magazine

Community Impact calendar listing

Williamson County Sun calendar listing and possibly an article

Sun Rays (Sun City magazine)

Posters & postcards for participating vendors to distribute

Other

Street Banner

E-mails from select vendors to Austin bridal show attendees, brides registered with Austin Wedding Guide, brides registered with Austin Wedding Mall, and possibly brides registered with The Knot inviting them to attend the Georgetown show

E-mail to Southwestern students inviting them to the show

Will there be a fashion show?

Yes – There will be two fashion shows.

Will there be a program? What about a handout giving vendor locations?

The first 250 brides will receive a tote bag when they arrive. ALL brides will receive a map of vendor locations when they arrive. A map of vendors will also be available for guests upon request. After talking to last year's brides, this year we will not offer a bound program with flyers from participating vendors. Brides indicated that if they were interested in the vendor, they took a flyer. Thus, most threw the booklet of flyers away when they got home.

Can I hold a drawing on my own at my booth?

Vendors are welcome to hold drawings at their own booth. Want to create more excitement? Give away a few different things throughout the day. Call or text the winners and let them know how they can claim the prize. Alternatively, you can pick one lucky winner at the end of the day. Whatever you want to do is fine. Information on a raffle carried out by the master of ceremonies that day will be available a little later.

How many vendors will be there?

About 80 vendors. There will be no more than 15% per category and at least 95% of vendors will be the types of vendors brides want to see. (Ex: We turned away a security alarm system company.)

Will there be a fashion show?

There will be two fashion shows coordinated by a hired professional who has proven experience coordinating many of the larger Austin bridal shows.

How large is the booth? How much is it and what does it include?

The booths are 10'x10' with pipe & drape running behind your booth. Most booths are separated by 3' of space along the pipe & drape to give you more privacy when talking to brides. Two chairs are available per booth. Booths cost \$300 - \$400. Tables and black linens can be rented. Electricity is available at any booth location for \$25.

Is Chamber membership really required?

Yes. This is non-negotiable. Chamber membership typically runs \$200 annually.

What does Chamber membership include?

You will be invited to represent your company at all of our networking functions (including our largest monthly luncheon which averages 160 people.) You'll be able to attend our educational seminars. You will be able to keep fliers and/or business cards in our lobby. If appropriate, you'll be listed on our event center website. (www.GeorgetownEventCenter.com)

Additional questions? Contact Allison McKee at 512.930.3535 or marketing@georgetownchamber.org.