



WHITE SKY
EVENTS

**Wedding Fair Exhibitor
Information Pack
2022**

01622 583 308
enquiries@whiteskyevents.co.uk
29 Westmorland Road, Maidstone, Kent. ME15 8BD
www.kentweddingfair.co.uk



Why exhibit at The Kent Wedding Fair?

There are so many wedding fair companies out there - why choose to exhibit with us?

- With over 15 years in the events industry, we know exactly how to create the most successful event for our couples and exhibitors.
- Our extensive multi-level marketing approach and quality event incentives ensures you the best possible footfall and return on your investment.
- We promote your business via social media, on our online Supplier Directory and within our visitors guide at no extra cost.
- We offer a personal service at our events. We like to get to know and build a relationship with our exhibitors and take a vested interest in the growth of their business.
- Unlike many other fair organisers, we always personally attend all of our events from start to finish.
- Our marketing is targeted to the correct demographic—we see very few window shoppers at our fairs.
- We like to look after our exhibitors and provide good quality complimentary lunch and refreshments at all of our events
- Our pricing is transparent and there are no hidden charges are added. Electric is free (except at The Hop Farm where a small fee applies) and we do not charge for supplying any element of the couples database.

Wedding Fair Exhibitor FAQs

What is included in the exhibitor fee?

- table, chairs and white table cloth (if required)
- complimentary lunch and refreshments during the day
- one Facebook post promoting your business on our wall and event page plus Instagram stories in the lead up to each event
- full spreadsheet database of contact details of all of the couples that attend and register for the event and consent for their details to be shared (supplied via email after the event)
- listing on our Supplier Directory on our website for 6 months
- listing of contact details and service description in our visitors guide, given to every couple that attends the event
- hardcopy and digital marketing materials for the event
- free electricity access at all fairs except The Hop Farm (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 £95 +VAT. We like to keep our costs as low as we can, in order to help small businesses grow in this competitive industry. We feel that this cost represents very good value for the quality of wedding fair that we produce and the extensive marketing campaign that we operate for all events to ensure the best possible footfall at each fair.

Can we choose where our stand is?

We do not sell pre-allocated pitch locations as every event is different. We take into account all stand requirements and set up styles and try our best to ensure that companies that offer similar services are not next to or opposite one another, 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 of our smaller events. The only trade type we have slightly more of is photographers, which would be a maximum of 4. At our larger events we operate a maximum 10% of any similar trade type, for example, if there are 50 exhibitors, we would not have more than 5 venue stylists.

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 2:30pm.

When can we set up?

Full set up information and a floor plan will be emailed to you in the week leading up to the event. Most events will offer set up from 9am on the day of the event. Larger events may offer set up from the previous day.

We cannot attend a fair in person/we are just starting out and have a very small budget. Do you offer any other marketing opportunities?

Yes. We have a variety of very affordable options to get your business seen by your target audience. We offer advertising within our Visitors Guide which is given to all couples that attend the event. Advertising is for a 12 month period, so you will be sure to reach couples all across Kent. We also offer Goody Bag marketing where we place your leaflets, business cards or samples within our Goody Bags. We also offer a Digital Marketing package which helps to promote your social media pages plus includes a listing on our Supplier Directory. Please see page 7 of this pack for further details.

How do we book a space at your wedding fairs?

The best way to book is online via our website www.kentweddingfair.co.uk. Once your booking has been processed, we will send you an invoice for your space. We accept BACS payments or debit card payments over the phone. Please call us on 01622 583 308 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) and 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. We can accept a 50% deposit to secure your space at the time of booking, then the balance would be due no later than 6 weeks prior to the event.

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 **01622 583 308** or email us at **enquiries@whiteskyevents.co.uk**

Thank you for enquiring to exhibit with us at The Kent Wedding Fair.

Please could you ensure that you add our email address enquiries@whiteskyevents.co.uk to your address book, so that you receive all relevant emails and paperwork associated to your booking otherwise they may find them selves in your junk folder.

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 advertising in local wedding magazines, including A Kentish Ceremony, with complimentary distribution at each event
- Large scale online coverage including listings in every online wedding fair listing site available
- Paid for social media advertising with specific targeting to the correct market
- Digital and hardcopy media packs supplied to all exhibitors and venues
- Bespoke Facebook & Instagram posts for all exhibitors, promoting each exhibitor individually in conjunction with promotion of the event, increasing traffic to your own social media pages from our followers; something that is not offered by any other fair provider.
- 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 Google advertising
- Regular SEO management to maintain a good Google presence
- Direct emails to our large database of over 1500 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

Corn Exchange, Rochester, Sunday 24th April 2022

Standard (3m x 2m pitch) includes 1 x 6ft trestle or 1 x 5ft round @ £95+VAT

Large (6m x 2m pitch) includes 2 x 6ft trestles or rounds @ £150+VAT

Bexleyheath Marriott Hotel, Sunday 8th May 2022

Standard (3m x 2m pitch) includes 1 x 6ft trestle or 1 x 5ft round @ £95+VAT

Large (6m x 2m pitch) includes 2 x 6ft trestles or rounds @ £150+VAT

Mercure Hotel, Tunbridge Wells, Sunday 15th May 2022

Standard (3m x 2m pitch) includes 1 x 5ft trestle or 1 x 5ft round @ £95+VAT

Large (6m x 2m pitch) includes 2 x 5ft trestles or rounds @ £150+VAT

Bexleyheath Marriott Hotel, Sunday 11th September 2022

Standard (3m x 2m pitch) includes 1 x 6ft trestle or 1 x 5ft round @ £95+VAT

Large (6m x 2m pitch) includes 2 x 6ft trestles or rounds @ £150+VAT

Corn Exchange, Rochester, Sunday 18th September 2022

Standard (3m x 2m pitch) includes 1 x 6ft trestle or 1 x 5ft round @ £95+VAT

Large (6m x 2m pitch) includes 2 x 6ft trestles or rounds @ £150+VAT

Mercure Hotel, Tunbridge Wells, Sunday 25th September 2022

Standard (3m x 2m pitch) includes 1 x 5ft trestle or round @ £95+VAT

Large (6m x 2m pitch) includes 2 x 5ft trestles or rounds @ £150+VAT

The Hop Farm, Sunday 9th October 2022

Standard (3m x 2m pitch) includes 1 x 6ft table or 1 x 5ft round @ £125+VAT

Large (6m x 2m pitch) includes 2 x 6ft trestles or rounds @ £195+VAT

Electric connection (Hop Farm only) £20 +VAT

Additional marketing opportunities

If you are unable to make it to one of our in person fairs, but do still wish to advertise, we offer the following additional marketing opportunities:

Goody Bag Marketing

Flyer, brochure or sample placed into the free goody bag given to every couple as they enter. £35 + VAT per event

Visitor Guide Advertising

1/2 page: £80 + VAT per advert per year

Full page: £125 + VAT per advert per year

All couples will receive a copy of our A4 professionally printed Visitors Guide within their Goody Bag at each event.

Adverts will run throughout a whole year of wedding fairs. Artwork must be supplied print ready. If artwork needs to be created or amended, additional charges will apply.

Digital Advertising

Supplier Directory listing on our website with you logo, contact details & hyperlink to your website or social media page. Includes one Featured Exhibitor post on Facebook and Instagram with up to 3 high rez images of your choice plus stories promotion and inclusion within headlines.

£49 + VAT per year

WEDDING FAIR EXHIBITORS BOOKING FORM

EXHIBITOR CONTACT DETAILS

Company Name:.....

Contact Name:.....

Business Address:

.....

Tel No:.....

Mobile:.....

Email:.....

Website:.....

Facebook:.....

Instagram:.....

Please email us your chosen company image or logo to be included for marketing purposes.

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 and online, please give us details here:

.....

.....

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

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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. We charge £5 per head for any additional staff members

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 received your booking form and payment, you will be fully booked at the chosen event(s) & we will issue you a confirmation receipt.. Full details of the event including set up information and floor plan will be emailed to you in the week leading up to the event .

Card payments can be taken over the phone. Please call the office on 01622 583 308 should you wish to pay by this method.

BACS Details:

Account: White Sky Events Ltd

Account Number: 73751944

Sort Code: 60-09-16

By signing this booking form, confirm that I have read and understood the terms and conditions.

Signed:.....

Print name:

Date:.....



WHITE SKY
EVENTS

Wedding Fair Exhibition Space Booking Terms and Conditions

1. DEFINITION

In these Terms and Conditions, the term 'Exhibitor' means any person, firm or company who has made an application for and who has been granted stand space at the exhibition. The term 'Exhibition' means the event detailed on the Booking Form. The term 'Organiser' means White Sky Events Ltd.

2. EXHIBITION STAND AVAILABILITY

It is thoroughly recommended that the Exhibitor contacts the Organiser's office prior to submitting any booking form or payment to ensure that there is availability for the event. White Sky Events Ltd operate a strict policy of capping trade types for each event (please see our Exhibitor Information Pack for further information), to ensure optimum return on investment for our Exhibitors. If payment is made without checking availability, the Organiser will try to accommodate the Exhibitor at another event, however this cannot be guaranteed. Should there not be a suitable event to transfer the Exhibitor to, then clause 5 of these Terms and Conditions will apply.

3. BOOKING OF EXHIBITION STANDS

Booking of exhibition stands can be made online via our website or by paper booking form. 50% deposit is required at the time of booking, with the balance due no later than 1 month prior to the event or 1 month prior to the first date of dates booked if making a block booking. Part payment will not be accepted. Payment plans may be available for block bookings, which is at the discretion of the Organisers. If a payment plan is not adhered to, your booking may be cancelled and Clause 5 of these Terms and Conditions will apply. The Organiser cannot reserve spaces without a deposit payment. Booking form plus deposit payment is required to secure all bookings. Payments can be made by debit card or BACS. We do not accept cheques or Paypal payments. If an online booking or paper booking form is submitted without payment, the Exhibitor will duly send an invoice to the Exhibitor. The Organiser

reserve the right to cancel a booking and give a refund if necessary. Submission of a booking form legally binds the Exhibitor to booking at the event and subsequent payments and cancellations terms, as detailed in clause 4 and 5 is applicable.

4. PAYMENTS AND INVOICES

Invoices must be paid in full and in the timeframe stipulated or as detailed on the invoice unless otherwise agreed with the Organiser. Receipts will be issued following balance payment of all invoices. If payments are not made by the Exhibitor in accordance with the timeframe stipulated, the Organiser may resell or reallocate the product booked but shall be under no obligation to reimburse or refund any payments already made. The Exhibitor also will remain fully liable for any amount outstanding on the booking. It is the Exhibitor's responsibility to make the Organisers aware if paperwork in regards to the booking has not been received. Non delivery of paperwork does not substantiate the cancellation of a booking following submission of a booking form.

5. CANCELLATION OF STAND SPACE

If the Exhibitor wishes to cancel the stand space booking after acceptance by the Organiser, they must give at least one month's written notice prior to the event. The Organiser will work with the Exhibitor to try and transfer the booking to another suitable event. This cannot be guaranteed and if no suitable events are available, the balance of the invoice will be cancelled, however deposits may not be refunded. If the Exhibitor gives less than one month's written notice, the full balance of the booking will be payable by the Exhibitor. If the Exhibitor fails to make payment under these circumstances, the invoice may be passed onto a 3rd party debt recovery agency. If the Exhibitor fails to meet any of the payment obligations detailed on the Booking Form and/or invoice, and/or these Terms and Conditions, or under any payment plan agreed, then the full balance of the invoice will be due within 7 days, and the above cancellations terms and

condition will apply to the booking. The Organiser reserves the right to cancel the booking if:

- The Exhibitor is in any breach of contract as stipulated in these Terms and Conditions
- The Exhibitor ceases or threatens to cease their business operations
- The Exhibitor is obstructive to the booking process or potentially damaging to the event
- The product or services stipulated in the booking form is not suitable for the event
- Any circumstances whatsoever beyond the reasonable control of the Organiser including but not limited to, through no fault of the Organiser, the cancellation of the event and force majeure

6. REFUNDS

Should an exhibitor not be able to attend an event, a transfer to an alternative suitable event may be offered, but is not guaranteed. Deposits are non refundable but may be transferable. Refunds are not issued as standard, but may be issued by the Organiser on a case by case basis. Should none of these options be suitable or available in accordance with the Organiser's wishes, cancellations terms in Clause 5 will apply.

7. BANKRUPTCY OR LIQUIDATION

If an Exhibitor being an individual or business becomes bankrupt, is issued with a receiving order or makes a creditors arrangement, or in the case of a limited company goes into liquidation or has a receiver appointed, the contract with the Exhibitor shall be terminated and the cancellation terms detailed shall be applied.

8. PROHIBITION OF TRANSFER

The Exhibitor must not assign, share, sub-let nor grant licences in respect of the whole or any part of the stand space allocated to them without the prior permission of the Organiser. Exhibitors are not allowed to promote wedding fairs by any other venue or organisers or any other event that will create conflict of interest for the event that they are attending. Exhibitors are not allowed to promote any other wedding service by leaflets distribution, business card or recommendation or promote any other services that their business or associate may offer that is not within the trade type whereby their stand has been booked. Companies known to be promoting such businesses or services will be asked to desist and may be asked to leave the event without refund and may be prohibited from attending future events.

9. EVENT PROMOTION/PRESENTATION

The Organiser shall have sole discretion as to organising and promoting the Exhibition in such manner as considered appropriate and reserves the right to amend or vary the manner or methods of such organisation and promotion without explanation or liability. Any statements made by or on behalf of the Organiser as to attendance projections or methods or timing of promotional activities and constitute only general indications of the Organisers promotion and organising strategy, and shall not amount to any representation or warranty. The Organiser will distribute marketing materials to Exhibitors via email and social media and/or via post. Exhibitors are required to share these marketing materials via their websites, social media platforms and any other methods as requested by the Organiser.

10. ALLOCATION OF STAND SPACE

Upon receipt of the contractual Booking Form and payment from the Exhibitor, the Organiser will confirm the allocation of the exhibition space by the issuing of a receipt. The Organiser reserves the right to accept or refuse any application without assigning any reason. Stand space will be allocated by the Organisers wherever possible in accordance with the Exhibitor's preferences, however consideration will be given for the requirement of the product or service being exhibited.

11. RELOCATION OF STAND SPACE

Should it be necessary for the Organisers to revise the layout of the Exhibition floor plan for any reason, the Organiser reserves the right to transfer the Exhibitor to an alternative suitable stand space within the Exhibition without recourse to compensation, unless the stand space is reduced in size in which case the cost of the stand space shall be reduced accordingly and refunded to the exhibitor if applicable.

12. REDUCTION OF STAND SPACE

When an Exhibitor wishes to reduce the size of the stand space booking after acceptance by the Organiser, then written notice must be received sent at least one month prior to the event. The Organiser reserves the right to apply the cancellation policy detailed in Clause 5 should suitable notice not be given by the Exhibitor. The Organiser may resell or reallocate the stand space but shall be under no obligation to reimburse any part of the cancellation charge. The Organiser shall not be obliged to accept the Exhibitor's notice of reduction.

13. UNOCCUPIED SPACE

Should the Exhibitor fail to attend the event or the space booked is not occupied 30 minutes prior to the event being open to the public, the Organiser reserves the right to use the space as they see fit on the day. No refund, transfer or discount for any other event will be given.

14. SET UP AND BREAK DOWN

The Exhibitor must adhere to the set-up and break-down times stipulated in the exhibitor set up email. Stands must be fully dressed and ready for the public at least 15 minutes before opening time. If Exhibitors are running late or have issues on the morning of the event, it is their responsibility to contact the Organiser as soon as they are able. Exhibitors must adhere to the stand size that they have booked. On the day of the event, should the Organisers feel that your stand, marketing materials or additional items that you bring to the event exceed your pitch size, you may be asked to either remove items or pay for a suitable upgrade of space, if this is available on the day. Exhibitors may not encroach on another Exhibitor's exhibition space and must stick within the parameters of the

space that they have booked at all times. Additional space on the day cannot be guaranteed. Dismantling may not commence before the close of any event unless verbal confirmation is given by the Organiser at the time of the event, or by arrangement prior to the event. In the event that the Exhibitor fails to remove all their property, furniture and waste material from the event venue by the end of the contracted break-down time, these items will be removed and the Exhibitor will be solely liable for all costs incurred in such removal, storage and/or disposal. Neither the Organiser, the venue nor any of the show contractors will be liable for any damage to such property or any loss incurred by the Exhibitor in these circumstances.

15. STAND STAFF AND HELPERS

Children under the age of 16 are not allowed at any event unless prior permission has been granted by the Organiser. A maximum of 2 people per stand for standard sized pitches and 3 per stand for large pitches is allowed only for each exhibition stand. Additional staff or helpers are not allowed unless agreed with the Organiser prior to the event and may be asked to leave the event if such permission has not been granted.

16. STAND SAFETY

All free standing exhibition stands and signs must be properly anchored or fixed so as to avoid danger to any person or persons visiting or taking part in the event. The Organisers shall be indemnified by the Exhibitor against any claim or action on account of any inquiry or damage being caused, or occasional by any exhibit to any persons whatsoever. Exhibitors erecting interior displays must ensure all work conforms to the requirements of the Organiser or other appropriate authorities and is executed within the terms of the Health and Safety at Work Act. Any helium cylinders must be removed from the public area and stored safely once any balloons have been inflated. Any escaped balloons must be retrieved at the end of the day. No items or persons may encroach on any gangways or the stand space of another exhibitor.

17. STAND ADVERTISING/

MERCHANDISE

The Exhibitor must not display or distribute any advertising or merchandise in addition to or in place of those detailed on the Booking Form, without the prior written permission of the Organiser.

Advertising literature or other products, not relating to the Exhibitor's business must not be displayed or distributed from either the stand space or anywhere else within the Exhibition venue.

18. PROMOTIONAL RESTRICTIONS

Exhibitors can only promote and display their own business product and service being that which is detailed on the booking form as 'Product/Service' provided. When offering more than one service it is imperative that all services are agreed with the Organiser and the appropriate agreement to promote such services is agreed in advance. This generally requires booking a larger space and is subject to availability within those categories, so long as there is availability at the event within that trade type.

Peripheral products or services can only be promoted within the express permission of the Organisers. Organisers reserve the right to remove items from display not included in the original booking form application.

19. ADVERTISING MATTER

The Exhibitor may distribute advertising and print materials from their own stand but must not distribute such materials in entrances or any other location that is not their designated stand. Distributing materials or approaching attendees of the event in entrance ways, around the event or in any other location apart from their designated stand is strictly prohibited.

20. STANDARDS

Exhibitors are requested that all stand materials are high quality and professionally printed. Items may be asked to be removed if they do not fit into this standard.

21. DISTRIBUTION OF LEAFLETS IN GOODY BAGS

Leaflets that are to be placed in goody bags must arrive at the Organiser's offices no later than 7 days prior to the event. Exhibition space booking does not include

this service, however is available at an additional cost of £35 per event.

22. STORAGE

The Exhibitor is responsible for all personal and business items throughout the course of the event and the Organiser is not responsible for any lost, damaged or stolen items. Additional storage areas are not provided so any items that do not fit inside the exhibition space must be removed and placed elsewhere (e.g. placed in Exhibitor's vehicle). Any property left at the venue will be disposed of.

23. ALCOHOLIC GOODS/FOOD SAMPLES

Exhibitors may not bring any alcoholic goods for own or public consumption into the venue without prior consent from the Organisers. Businesses that wish to distribute food samples must hold a valid Health and Hygiene certificate with documents available for inspection if required at each event and gain written permission from the Organiser prior to the event.

24. ELECTRICAL REQUIREMENTS

The Organisers cannot provide any electrical facilities on the day of the event unless requested on the booking form. Exhibitors requiring electric must supply their own extension leads; these and other electrical equipment used on the stand must be PAT tested and applicable hazard taping must be provided to cover loose cables.

25. WEDDING CARS

Exhibitors with Wedding Cars will be given an allocated space which has been agreed in advance with the venue management and no deviation from this position can be allowed. Exhibitors are responsible for clean-up costs should there be any spillage of fuel, oil or grease.

26. HEALTH, SAFETY AND FIRE RISK

Exhibitors must adhere to all fire and safety regulations which affect the event. Aisle and fire exits must be kept clear. No candles or naked flames are allowed at any event unless prior permission have been granted by the Organiser.

27. ADMISSIONS

The Organiser reserves the right to refuse admission to any person to the event without assigning any reason.

28. EXHIBITOR INSURANCE

All Exhibitors are required to take out appropriate Public Liability Insurance and produce a copy of such insurance policy if required to do so by the Organiser.

29. EXHIBITOR/ORGANISER

LIABILITY

Every Exhibitor accepts liability for all goods, services and products promoted at the event. If a customer is dissatisfied with an Exhibitor for any reason, this is this sole liability of the Exhibitor. The Organiser will not be liable if marketing materials not be included within the events marketing programme, should the Exhibitor fail to provide required information within the stipulated time frame. Exhibitors are liable for all personal and company property and should this property be unattended, this is at the Exhibitor's own risk.

30. ASSURANCE/GUARANTEES

The Exhibitor is fully responsible for proactively promoting their business at the event to potential customers and the Organiser is not liable for and cannot guarantee business from your attendance at any event.

31. CONDUCT OF EXHIBITORS

The Organiser reserves the right to stop any activity that may be causing disturbance, annoyance or offence to any other Exhibitor or attendee of the event.

32. DATA PROTECTION

White Sky Events Ltd is committed to comply with GDPR and Data Protection rules and regulations. Our full Data Policy can be viewed via our website www.whiteskyevents.co.uk.

33. AMENDMENT OF TERMS & CONDITIONS

The Organiser reserves the right to alter, amend or change any aspect of these Terms and Conditions. Should any questions arise, whether the subject has been covered in these Terms and Conditions or not, the Organiser's decision is final.