

The Texoma Wedding Expo

JANUARY 2021 DRIVE-THRU EXPO
PARTICIPANT INFORMATION



Event Details

Sunday, January 24th, 2021
12pm-3pm
1310 W. Houston St., Sherman, TX 75092

HOW MUCH DOES IT COST TO PARTICIPATE?

All participating businesses will pay a fee of \$15 to help cover the costs of advertising the event.

HOW WILL THIS WORK?

Participating businesses will provide a flyer and any promotional items they wish for the Texoma Bride Guide staff to distribute to couples who attend our drive-thru event. Let's make these swag bags rock! Any promotional items for the swag bags must be received by January 19th, and can be dropped off at 1310 W. Houston beginning on January 4th. They can also be mailed.

Couples will be encouraged to pre-register for the event to help speed them through the line. To incentivize pre-registration, businesses are encouraged to supply a door prize to be given away after the event to someone who attends.

On Sunday, January 24th, the Texoma Bride Guide staff will set up a tent in the parking lot of Cadence Studios' office and distribute the pre-packed swag bags to couples who drive thru. We will answer any questions they have about wedding planning and direct them to the businesses that are participating in the event.

This will be a low-contact event to keep everyone as safe as possible. All Texoma Bride Guide staff will wear masks and maintain appropriate social distancing. Participating businesses will not be on-site for the drive thru.

HOW WILL THE EVENT BE PROMOTED?

We will put the same promotional power behind this event as we do all our events. This includes utilizing a mixture of traditional and digital advertising.

In the past we have successfully used the following tools to promote the event:

- Facebook Ads
- Google Ads
- Earned Media (we've been on tv and the radio promoting our events!)
- Press Releases to all the major area news outlets
- Organic social media campaigns
- Email campaigns

But most importantly we rely on each of our participants to help spread the word about our event. We provide social media graphics, copy prompts, and email swipe files so that you don't have to think- you just load the text

The Fine Print

Priority

Typically, priority is given to Texoma Bride Guide members but due to the nature of this event, no restrictions will be placed on the number of vendors in each category.

Cancellations

All fees are non-refundable.

Participant Requirements

- Participants are encouraged to offer special Texoma Wedding Expo pricing and giveaways
- Participants are encouraged to provide flyers and other promotional items at their own costs to be included in the bags handed out during the drive-thru event
- Participants are required to promote the Texoma Wedding Expo via their business' social media channels leading up to and on the day of the event

Lead List

Each participating business will have access to the event registration list no more than 48 hours after the conclusion of the event if they meet all the requirements stated above. This lead list is intended for participating businesses only. Participants may not share, sell, or exchange the bridal lead list, or use the list in an unauthorized manner.

Cost

- The Texoma Wedding Expo is free for area couples to attend
- Cost to participate in our event is \$15 per business
- We are not offering members of the Texoma Bride Guide a discount for this event

Expo Producer

Texoma Bride Guide

A Cadence Studios Company

1310 W. Houston

Sherman, TX 75092

www.texomabrideguide.com

info@texomabrideguide.com

The Fine Print Continued

Guarantees

The Texoma Wedding Expo/Texoma Bride Guide cannot guarantee the outcome of the event and any such comments about the outcome are expressions of opinion only. By completing your exhibitor registration and submitting your exhibitor fee, you acknowledge that The Texoma Bride Guide cannot guarantee any results for the event as such outcomes are based on subjective factors that cannot be controlled by the Texoma Bride Guide.

Release of Liability and Damages

By completing your exhibitor registration and submitting your exhibitor fee, you agree to all of the rules set forth in this 'Exhibitor Information Guide.' All fees are non-refundable.



The Texoma Bride Guide does not and shall not discriminate on the basis of race, color, religion, gender, gender expression, age, national origin, disability, marital status, sexual orientation, or military status, in any of its activities or operations. Nor will we tolerate it from any business we associate with. Such actions will result in any membership or exhibitor relationship with us will be terminated immediately without notice or refund.



Reserve Your Spot

VISIT [TEXOMAWEDDINGEXPO.COM/EXHIBITORS](https://www.texomaweddingexpo.com/exhibitors)

Let's do it! We know this is going to be a great event and we want you to participate! We're available via the methods below or through the contact us form on the website to answer any questions you may have.

REACH US ANY TIME, ANY WAY

email

info@texomabrideguide.com

phone

903-776-4069