

A photograph of a bride from the waist down, wearing a white, sleeveless, floor-length gown with a full skirt. She is holding a long, cascading bouquet of white lilies. The background is a blurred indoor setting with a painting on the wall.

# EXHIBITORS

## GUIDE

Altar & Aisle Co.

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# *Cheers!*

Let's raise a glass to your commitment to participate in the Premier Wedding Expo hosted by Altar & Aisle Co. The following information will guide you through your exhibition experience with us. We are dedicated to providing information and support throughout this process. Whether you're an experienced or a first-time exhibitor, you'll find useful tips to ensure your booth attracts potential clients.



# *Be Prepared to WOW them!*

Invest the necessary effort into the planning phase. Begin by defining your primary goals: is your focus on closing sales on-site, scheduling follow-up consultations, or a combination of the two? Consider your current market presence, does your brand already carry significant weight, or is the priority building a broader awareness? Pinpoint your value proposition and what distinguishes you from the competition.

Ensure your booth is visually striking and serves as a true representation of your brand identity.

Proper lighting has potential to make your booth more inviting. Access to utilities like power and Wi-Fi is subject to venue capabilities.

Refine your core messaging to cultivate a professional atmosphere that maximizes your results during the event.

# Preparation + Strategy



We suggest conducting a full physical dry run of your display's arrangement prior to the event. This allows you to evaluate the flow and functionality of the layout, giving you the chance to make adjustments and troubleshoot any issues before arriving on-site. The following items are must haves and factors to consider before setting up to make your booth inviting to potential clients.

# Booth Layout

- ✔ Signage
- ✔ Literature/Printed Materials
- ✔ Product Display
- ✔ Staffing

# Promotional Strategies

## Exclusive Event Incentives

Develop a unique discount or bundled package reserved solely for attendees. Offering a "show-only" deal creates a sense of urgency and provides prospects with a tangible reason to commit on the spot, as they recognize the one-time value being offered.

## Lead Generation & Giveaways

Branded merchandise is a proven way to increase booth traffic. Consider distributing product samples or practical items customized with your contact details. Even simple gestures, such as providing snacks or stationary, can serve as an effective "icebreaker" to draw people into your space and start a conversation.

## Pre-Event Marketing

Start generating buzz at least four weeks before the doors open. Use your website, social media channels, and paid advertisements to announce your attendance and tease your special offers. Actively invite your audience to stop by your booth to see what you have in store.

## Arrive Early

Plan to arrive well before the doors open. This extra time allows you to handle any last-minute adjustments and ensures you are fully prepared to greet the first guests of the day.

## Dress for Success and Comfort

Choose professional attire that incorporates your brand's logo or color scheme to reinforce your identity. Given the long hours on your feet, prioritize comfortable, supportive footwear.

## Maintain an Active Presence

Prioritize standing over sitting. Remaining on your feet to welcome visitors signals high energy and a readiness to engage, making your booth feel more inviting.

## Engage Respectfully

Focus on being approachable within your own exhibit space. Invite people in for a conversation rather than aggressively soliciting passersby or wandering into other exhibitors' areas to distribute materials. A warm, friendly demeanor is essential. Staying engaged with a genuine smile makes it easier for attendees to strike up a conversation with you.

## Keep the Space Professional

Avoid eating at your station. Stepping away for meals ensures your booth maintains a polished image and prevents potential clients from feeling like they are interrupting you. Your full attention should be on the attendees. Avoid using your phone, texting, or reading while at the booth. Instead, focus on eye contact to ensure every visitor feels acknowledged and welcomed.

# Engagement + Professionalism

# *Well Wishes!*

From our team to yours, we wish you the best of luck in all of your business endeavours. Our team has worked tirelessly to ensure we provide all exhibitors with the necessary insights and support while showcasing with us. Thank you for entrusting us with your business, and we hope to see you at the next show!