



Exhibitor FAQs

Showbride produces bridal shows in Southeastern Virginia year round for engaged couples to attend to connect with wedding businesses. Online exposure include exhibitor listings and sponsorship amenities.

How many engaged couples will be attending? We will not know since we expect a lot of walk in attendees. However, we spend a large percentage of our budget on marketing and advertising to get the brides to attend. We focus on attracting engaged couples eager to plan their wedding and genuinely find the services and products they need. Ask yourself how many brides you need to book with you to make a profit?

How will you be advertising for the bridal show? We keep up with the times, look into the best avenues to reach engaged couples within 100 miles. When we started in 2002, radio, TV and the entertainment section of the newspaper were the best avenues. Not today. Engaged couples shop and communicate online, even with radio & TV online.

Why are booths, tables, spaces, participation and sponsorships so expensive? We're actually lower than the annual shows. There are costs involved in producing a show: advertising & marketing, equipment & supplies, personnel, administrative costs, permits and licenses, insurance, staging & signage, among other costs. And, this is what we do for a living.

If I exhibit in your show, may I exhibit in other bridal shows? Of course! We actually encourage you to exhibit in as many shows as you can afford. We believe it to be the most effective way to market to the brides. There are many brides who shopping at other shows. The more shows you're in, the more your credibility with those who do (attend more than one) and the more likely you are to reach the brides who don't.

How many shows have you produced? We've have produced shows since 2002 & fast approaching our 100th expo. We produce shows in various venues in southeastern Virginia. When you book with Showbride, you get more than a space in a show. You get amenities mentioned in our forms with options so you can continue focusing on presenting your services the best way possible.

Is there a representative from your company at the show? Yes! We produce the show so we are the first ones there & the last to leave. There is someone around immediately available to you.

What if I have little or no experience exhibiting? We will walk you through the planning, and offer many suggestions. Bridal shows are the most effective, but also the most difficult form of marketing to brides. Even experienced exhibitors look for ways to improve their skills at bridal shows.

What is the difference between the various listings and sponsorships? A basic listing is free for current exhibitors to continue one year after exhibiting. Each succeeding level has additional benefits. You can view this online. Upon clicking "exhibit with us", the following URL is the same as www.showbride.biz. When returning back to check on new shows or download the pdf or complete the instant Adobe Sign, go to www.showbride.biz without going through the initial process again.

Can exclusivity in my business category be possible? Supply, demand, popularity and availability factors into each expo and online. There are possibilities for niche categories such as cookware, after party cleanup, ceremony officiants, favors, counseling and glassware. As for network marketing companies or direct selling companies, you can be exclusive in each show but not for online exposure. To be in each or every show or be a sponsor, this has to be handled on a first come, first serve basis to prevent an empty spot or booth as well as overlapping from start dates and finish dates from each company. With no waiting list possible, it is important to keep up to date with us to not only update your information with us, but to also check on new availability as shows are added from time to time with improvements to always consider online.