



Wedding Fair Exhibitor Information Pack 2025

www.kentweddingshow.com
01622 587 056
enquiries@whiteskyevents.co.uk

Why exhibit at The Kent Wedding Show?

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 added. Electric is free (except at Detling Showground) and we do not charge for supplying any element of the couples database.



Detling Showground

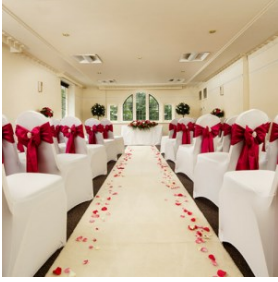


Marketing & Advertising

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 300 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

Our Venues



Mercure Hotel Tunbridge Wells

20 exhibitor capacity

Average footfall : 60+ couples

Rochester Corn Exchange

35 exhibitor capacity

Average footfall : 100+ couples



Delta Hotels by Marriott Tudor Park Country Club, Bearsted

30 exhibitor capacity

Average footfall : 70+ couples

Holiday Inn London Bexley

27 exhibitor capacity

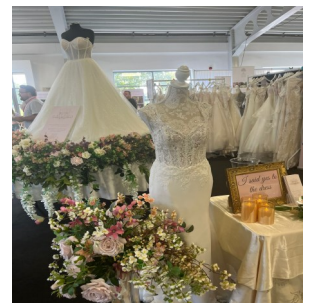
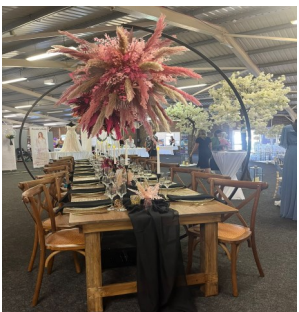
Average footfall : 70+ couples



Detling Showground

200 exhibitor capacity

Average footfall : 500+ couples



Wedding Show Exhibitor FAQs

What is included in the exhibitor fee?

- Table, chairs and white table cloth (*table limits according to pitch size*)
- Complimentary lunch and refreshments during the day (*staff limits according to pitch size*)
- 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 printed A4 visitors guide, which every couple that attends our events over a 6 month period
- Digital Marketing Pack supplied to all exhibitors via email
- Free electricity access at all events (*except Detling Showground where supplement fee applies*)

Staff & table quantities included in your booking:

- Regional Shows (except Mercure Tunbridge Wells)
 - 3x2m space - 1 x 6ft trestle or 1 x 5ft round, plus up to 2 staff per stand
 - 6x2m space - 2 x 6ft trestles or 2 x 5ft rounds or combination of, plus up to 3 staff per stand
- Regional Shows (Mercure Tunbridge Wells only)
 - 2.5x2m space - 1 x 5ft trestle or 1 x 5ft round, plus up to 2 staff per stand
 - 5x2m space - 2 x 5ft trestles or 2 x 5ft rounds or combination of, plus up to 3 staff per stand
- Detling Showground
 - 2x2m & 3x2m stands - 1 x 6ft trestle or 1 x 6ft round, plus up to 2 staff per stand
 - 4x2m & 5x2m stands - up to 2 x 6ft trestles or 2 x 6ft rounds or combinations of, plus up to 3 staff per stand
 - 6x2m stands - up to 3 x 6ft trestles or 3 x 6ft rounds or combination of, plus up to 4 staff per stand
 - Bespoke stands - as agreed as part of your package

Additional requirements available at a supplement cost - detailed on following page

How much does it cost to exhibit?

Our costs are very competitive for the service that we provide and stands start from £95 +VAT for regional shows and from £195+VAT at Detling Showground. 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.

Please note due to over saturation, we cannot offer 2x2m stands to venues & photographers at Detling shows & these trade types will need to make a minimum investment of a 3x2m stand when booking

Are there any hidden extras?

Our pricing is as transparent as possible and there are certainly no hidden extras. There is a supplement fee of £45+vat for electric at Detling Showground (this is charged per point by the venue - we do not make any profit from this) and electric at all regional shows is free of charge.

For all events - If you need to bring more staff than your allocation, there is a supplement fee of £10+vat per head. If you require any additional tables, these are at a cost of £5+vat each.

If you are a wedding transport provider, there is a charge of £75+vat per inside vehicle or £50+vat per outside vehicle

Can we choose where our stand is?

We do not sell pre-allocated pitch locations and a bespoke floorplan is created for each event. 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.

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. We will take this all into consideration when creating the floor plan.

Please note Detling show only —1st row positions require a minimum investment of a 4x2m stand. End positions require a minimum investment of a 5x2m stand. Corner positions are for bespoke stands only.

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 of any one trade type.

What are the opening hours of the fairs?

All of our region shows are open to the public from 10.30am until 2:30pm.
Detling is open from 10.30am until 3pm.

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 which are detailed on page 11 of this information pack.

How do we book a space at your wedding show?

Via our online booking form on our website. Once your booking has been processed, we will send you a booking confirmation and invoice for your space. We advise you call or email the office in advance to confirm if we have space available for your trade type at your chosen event(s).

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.

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 per regional shows and £100 deposit per Detling show to secure your space at the time of booking, then the balance would be due no later than 6 weeks prior to the event.

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



Dates and Prices

Delta Hotels by Marriott Tudor Park Country Club,

Sunday 7th September 2025

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

Large (6m x 2m pitch) includes 2 x tables - sizes as above @ £195+VAT

Rochester Corn Exchange, Sunday 14th September 2025

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

Large (6m x 2m pitch) includes 2 x tables - sizes as above @ £195+VAT

Mercure Hotel, Tunbridge Wells, Sunday 21st September 2025

Standard (2.5m x 2m pitch) includes 1 x 5ft trestle or round @ £125+VAT

Large (5m x 2m pitch) includes 2 x tables - sizes as above @ £195+VAT

Mercure Maidstone Great Danes Hotel,

Sunday 28th September 2025

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

Large (6m x 2m pitch) includes 2 x tables - sizes as above @ £195+VAT

Holiday Inn London Bexley, Sunday 5th October 2025

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

Large (6m x 2m pitch) includes 2 x tables - sizes as above @ £195+VAT

Detling Showground, Sunday 19th October 2025

2m x 2m— £195 + vat

3m x 2m— £295 + vat

4m x 2m— £ 395 + vat

5m x 2m— £495 + vat

6m x 2m—£595 + vat

Bespoke spaces (larger than 6m x 2m) - available upon request

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 200 inserts (regional shows)

£100+VAT per 500 (Detling Showground)

Digital Marketing Pack

Includes:

- Supplier Directory listing on our website with you logo, contact details and hyperlink to your website or social media page for 12 months
- One Featured Exhibitor post on Facebook including link to you page
- One bespoke Instagram grid post with up to 10 high rez images of your choice plus inclusion within 'Top Supplier' story highlights.

Non exhibitor rate - £49 + VAT

Exhibitor rate—£35+VAT

Showguide advertising

Print advertising within our A4 printed Show Guide given to every couple across all of our shows within a 6 month period

Quarter page - £75+VAT

Half page - £130+VAT

Full page - £230+VAT