



# Exhibitor Information

Tickets / Promotion  
Stand Sizes  
Designing Your Stand

East Midlands

Derby Arena

Royal Way, Derby DE24 8JB

**19th May 2024**



# WELCOME

The following information includes, your complimentary tickets, promoting the show and important stand information.

## YOUR COMPLIMENTARY TICKETS

One of the most important items contained in this pack are your complimentary tickets. These tickets will allow 20 individuals Free entry into the show and are worth £8 each!!!

I can guarantee that if you send out these tickets to your prospective couples, they will make a bee line for your stand. They will find you out above all others. Continue to reciprocate and 80% of them will book you.

### HOW TO USE YOUR TICKETS

1. Email your prospective customers and ask them if they would like a free ticket for the show.
2. If they reply yes - go and download a free ticket for them. You can do this by registering their details on the show site [www.ido-weddingexhibitions.co.uk](http://www.ido-weddingexhibitions.co.uk)
3. Now ask if they would like some free tickets for their other visiting guests.
4. If they reply yes - ask for their postal details.  
**Success!**

### HOW TO SEND THEM

Put the tickets in the post and send them, easy.  
**Here's how I would send them:**

I would include a short note, hand written, telling them how glad you are that they can make the show. Ask them to drop by as you have a glass of bubbly waiting.

Include your brochure / leaflet to remind them of your brand.

Include a gift, if possible can it relate to your product? If not, include a bar of chocolate.

Send an email a couple of days after you have sent the package simply asking if they received it, then send another email closer to the show just to say how much you are looking forward to seeing them.

All the businesses that have used these tickets get business from them.

These are simple methods that use the fine art of reciprocation, your couples will love you for it!

You could also tell your social media fans or your followers that you have free tickets for the show. All they have to do is private message you for a chance to win one. This is a great way to get their postal details and start marketing to them offline.

# PROMOTING THE SHOW

Remember, it's **YOUR SHOW** too, so you should be shouting from the rooftops just as much as we are about how great it's going to be!





## ONLINE

To help spread the word about the exhibition on your website and social media platforms, we've created a series of banners letting everyone who visits your pages know that you'll be attending. **You will find these in your exhibitor login page.**

## SOCIAL MEDIA PAGES

Promote the show on social media by offering your guest tickets to your followers, you could even run it as a competition. In any social posts related to the exhibition, tag our pages in and we will reshare them to help boost your coverage.

Our social handles are linked below.

-  @ido.weddingmagazine
-  ido\_magazineuk
-  idomagazineuk
-  @idomagazine

## WORD OF MOUTH

Word of mouth is a fantastic way to promote the show, tell your friends, family and customers all about it.

## EMAIL

If you have an email database, use it and tell people about the exhibition, when it's happening and where. Tell them what stand you'll be on and where to get their free tickets from to come and see you.

## POSTERS

Hang these anywhere that's visible to the public.

## LEAFLETS

Hand these out either in your shop or send by post with orders you send out.

Let us know if you want any more.

**Let's get promoting the show!**



# ABOUT YOUR STAND

**All the stands within the show use a shell scheme system with top fascia boards.**

The shell scheme uses a series of panels, frames and poles to form the area you will use to promote your business on the day.

## PANELS

The panels are loop Velcro finish, meaning you can easily attach things to your boards using hook velcro (the rough side).

## FASCIA BOARD

The fascia boards are white plastic. Any graphics on paper / card of 190mm in depth can be slotted between the fascia frame.

## ELECTRICS

All stands will have an electric point consisting of a plug socket. If more than one socket is required simply bring a 4-gang extension.

## DIMENSIONS

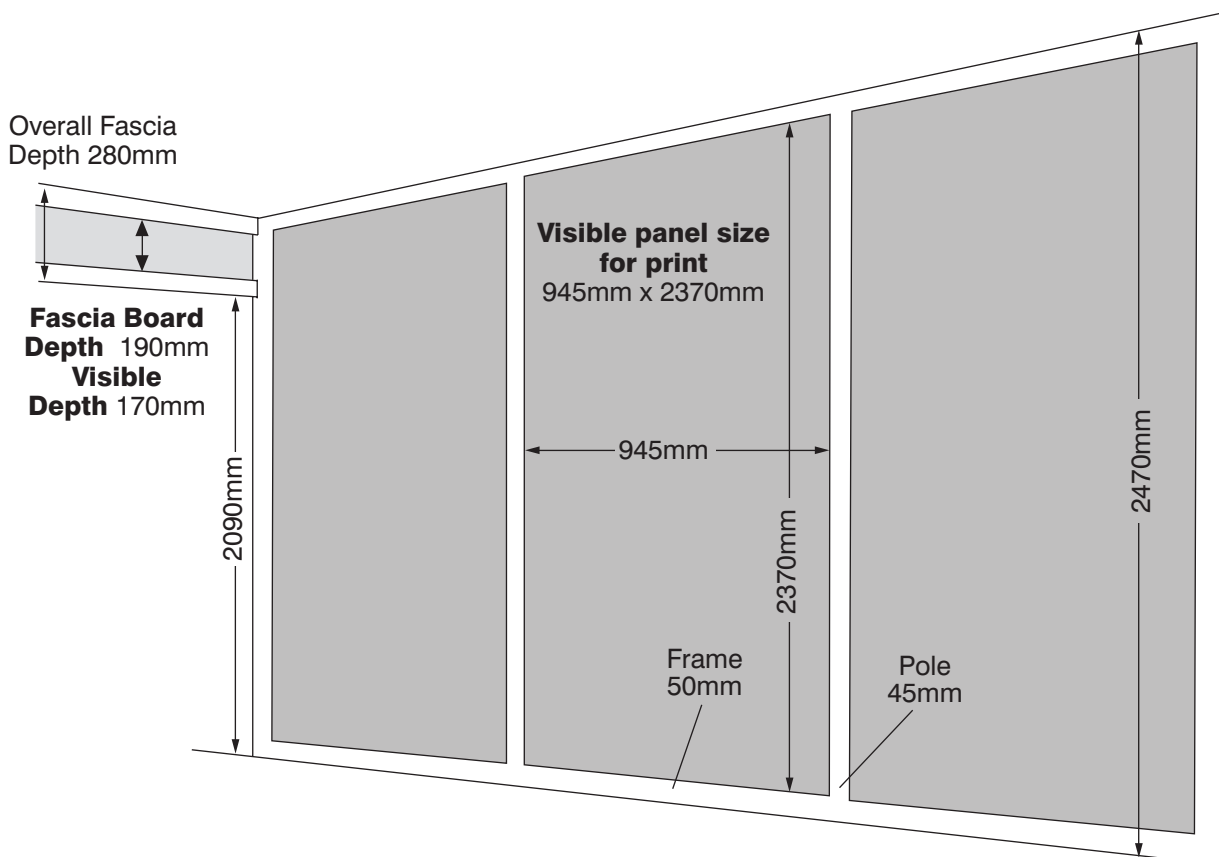
Please refer to the diagram for stand dimensions. The diagram shows dimensions for a 3 metre stand.

### Top Tip:

**To make things even easier for you, Velcro is available to purchase from the I Do front desk at £1.50 per metre during set up.**

## LANES

Please note lane exhibitors have a 2x1 metre space only; this does not include power or panels.



# DRESSING YOUR STAND

**Your stand is a blank canvas for you to design and create a display, that will attract and impress visitors enough, that they will stop and engage with your business.**

Your stand space is marked out using a series of panels and header boards. They are light grey in colour and are very generic. We always advise that you dress the panels and make them more personal to your business.

The flooring is a blue/grey sports hall floor with coloured markings/track lines. Some exhibitors like to bring their own floor covering to differentiate their

stand from other exhibitors.

There are numerous ways to cover the panels in your stand, but here are four of the most popular, to help get you started.

- Printed Panels
- Wallpaper
- Material
- Flower Walls/Twinkle Curtains

## Top Tip:

**Be aware that a heavy, step and repeat pattern will take you a lot longer to match up than a light pattern or plain wallpaper and you'll need more of it.**

**You could measure out your paper before you arrive, reducing your set-up time drastically. The paper also sits better when hung within the visible panel area.**



## PRINTED PANELS

You can, if you wish, use printed panels which fix exactly over the grey panels. These can be designed and printed to match your business. They are super easy to fix to your stand using Velcro and really give your stand a very professional look. The panels are commonly printed onto a material called stop lite which, if looked after will last for years.



## WALLPAPER

Wallpaper is a great way to cover your stand. Simply stick it to the panels using the hook side of Velcro strips. You will only need to dot short bits around the edges of your wallpaper to make your velcro go further!



## MATERIAL

Material is really simple and can be a super effective way to cover your stand and like wallpaper it won't break the bank. You can use hook Velcro to fix it to the panels but you'll need more of it as if the material is heavy, you may find it doesn't hold very well. Another way to attach material is to clip it to the top of the boards with mini bulldog clips.

## Top Tip:

**Our professional design team are available to design and print your panels, we'll just need a couple of weeks notice.**

**You can even get matching fascia board panels!**

**Order your print now on the I Do Shop!**

## IMPORTANT:

**Please do not use pins and staples on the stands as this can cause serious injury to the shell scheme builders. Please only use hook velcro or clips which is available from the I Do team during set up.**