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BEYOND THE BOOTH

YEAR-ROUND STRATEGIES TO INCREASE
EXHIBITOR VALUE & RETENTION

Ami Price

celebratecreative.com

@celebratecreative

Hi, WSPI!

I'm Ami Price

- Wedding industry insider since 2007
- Website developer since 2009
- Founder of 5 wedding industry businesses, including one of the first wedding blogs in the world.
- MBA + corporate background



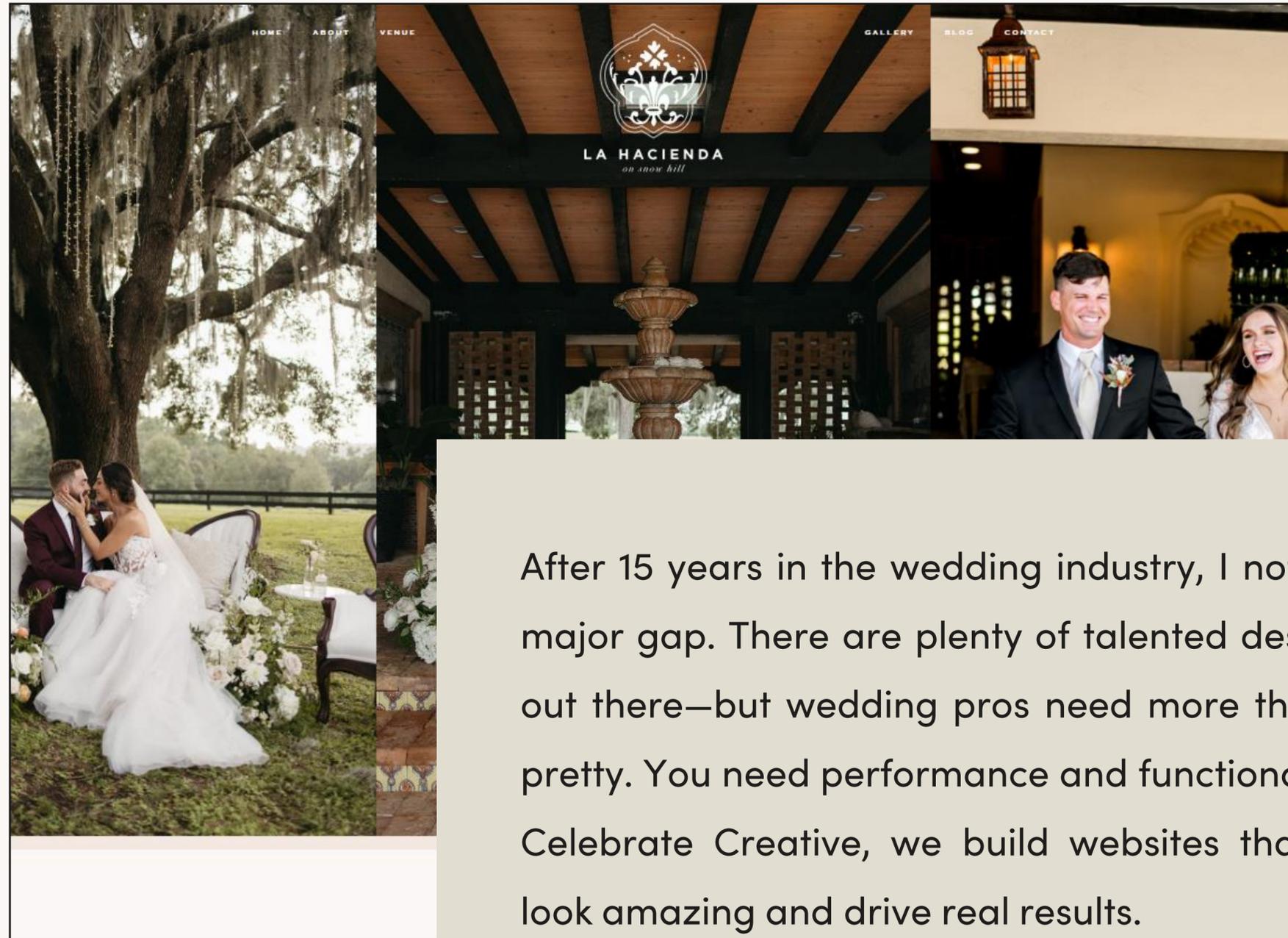
WEDDING FAIRS



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CELEBRATE CREATIVE

Website development
for the wedding
industry

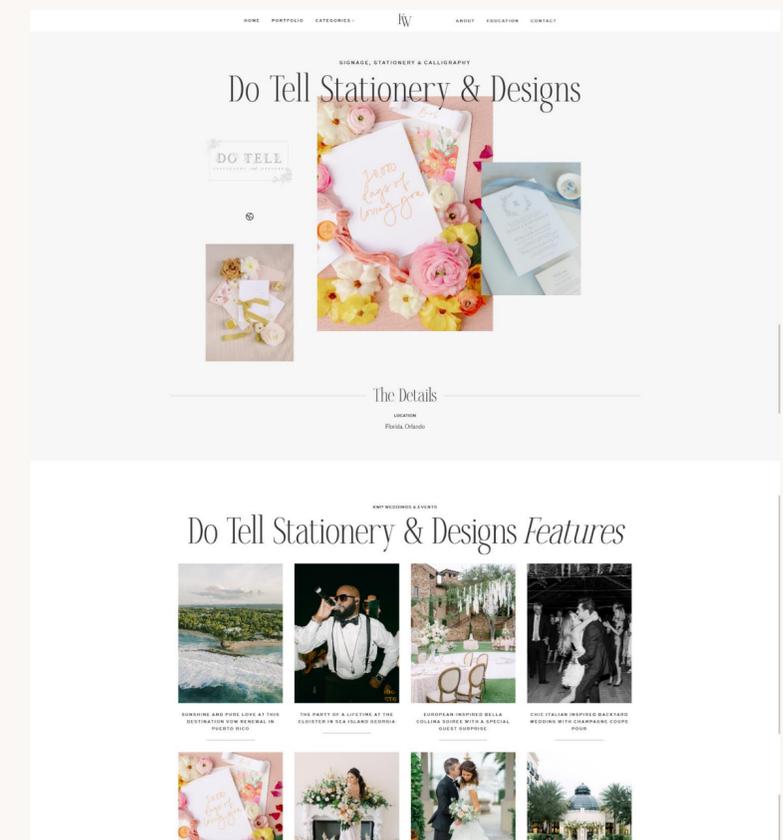
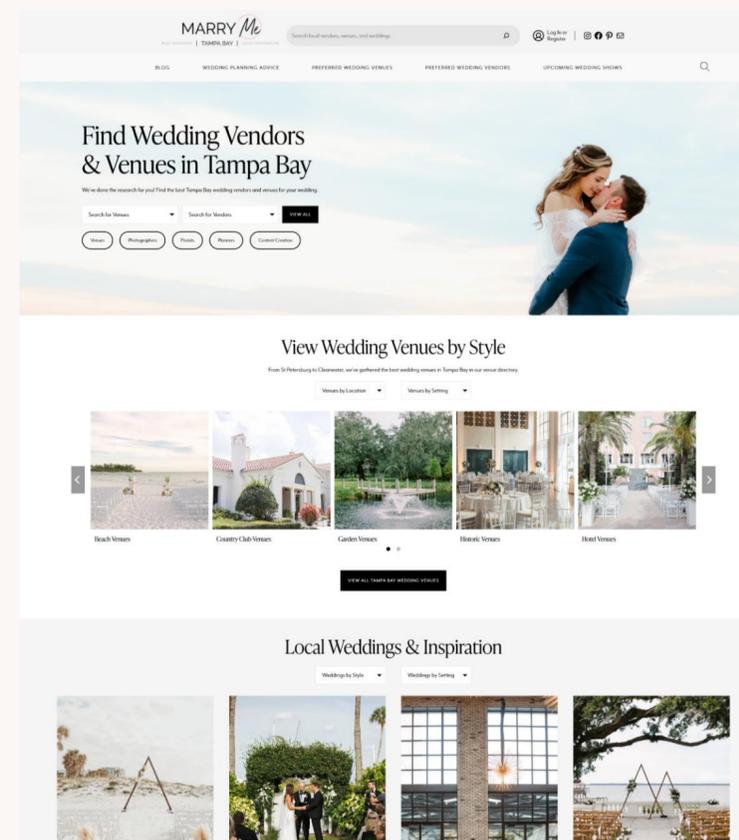
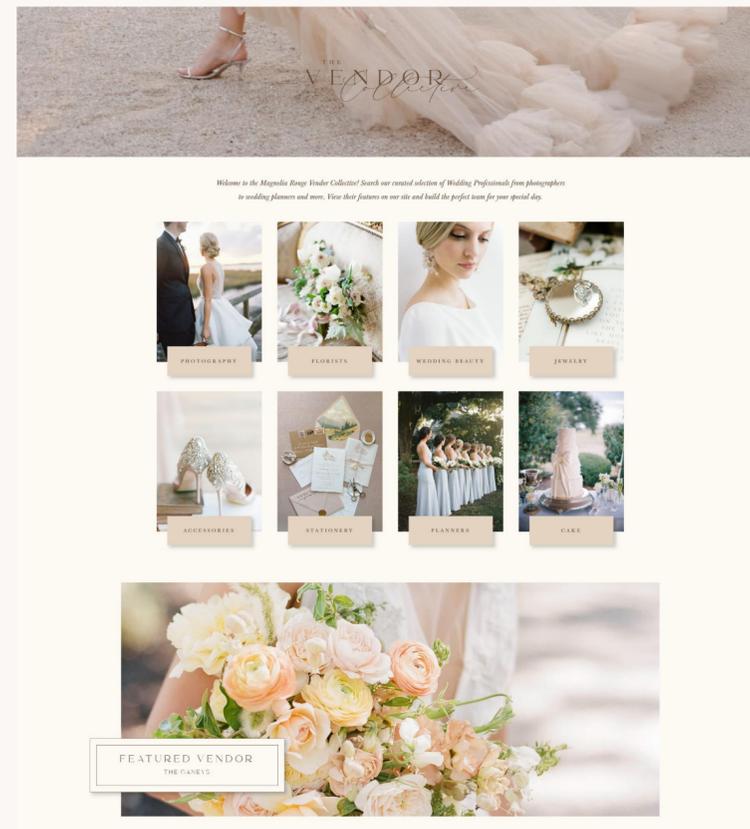


After 15 years in the wedding industry, I noticed a major gap. There are plenty of talented designers out there—but wedding pros need more than just pretty. You need performance and functionality. At Celebrate Creative, we build websites that both look amazing and drive real results.

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Your Website Can Work Harder

Your show website isn't just for dates and ticket links. It can be a lead-generating, vendor-spotlighting, SEO-boosting platform, year-round.



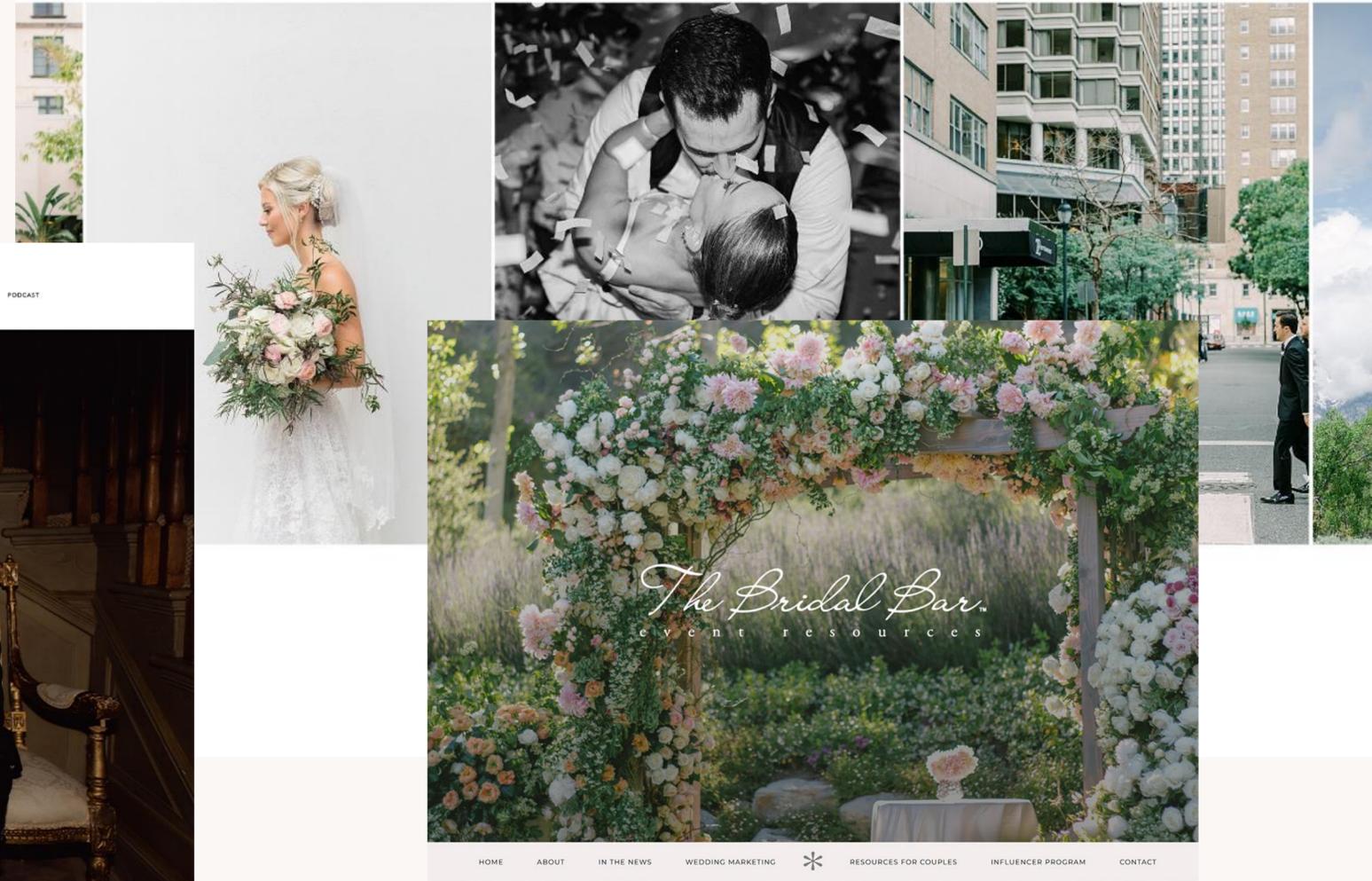
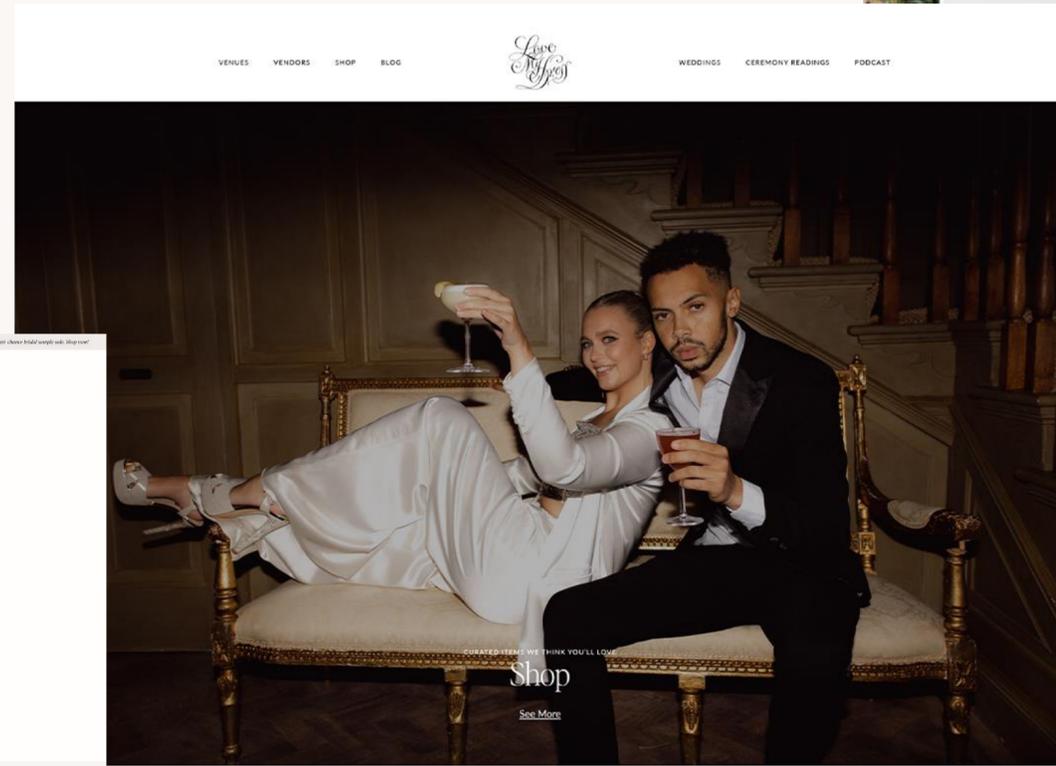
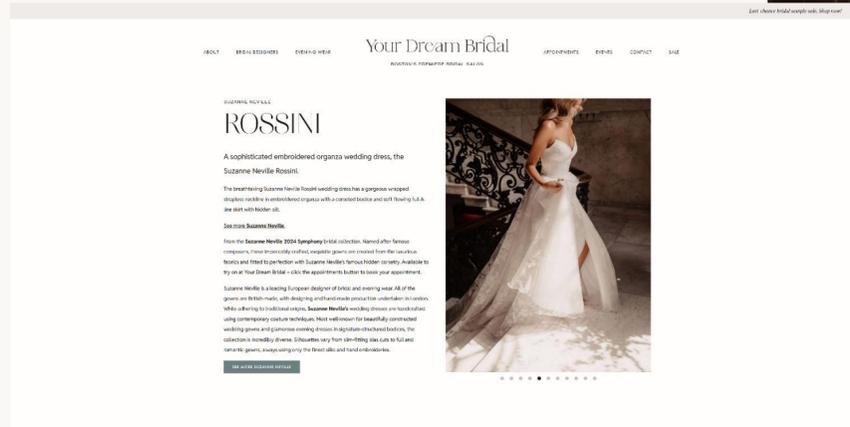
Key Takeaway

WE LOVE SOCIAL MEDIA, BUT...

Your website is the **ONLY** digital home you own. Anything else is a rental.

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OUR CLIENTS



We power many of the world's leading wedding publishers, as well as bridal salons, wedding vendors, wedding venues, PR companies, and other creatives.

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Our Topics

BLOG & EXHIBITOR CONTENT

I'll share how to gather and feature content from your exhibitors in a way that's easy for them and valuable for your audience—plus how their contributions can boost reach and ranking for everyone.

WEBSITE & DIRECTORY

Hear ways to maximize your exhibitor directory for website engagement before and after the show as well as optimize for SEO.



Our Topics

SOCIAL MEDIA & PARTNERSHIPS

You'll learn how to amplify that content through social media and strategic partnerships that increase exposure for both your exhibitors and your show.

EMAIL MARKETING

We'll wrap up with email, because a good list is gold. I'll give you tips for creating a pre- and post-show email marketing flow, so you and your show partners can stay top of mind.

Topic #1



BLOG & EXHIBITOR CONTENT

Let's Party Like it's 2007

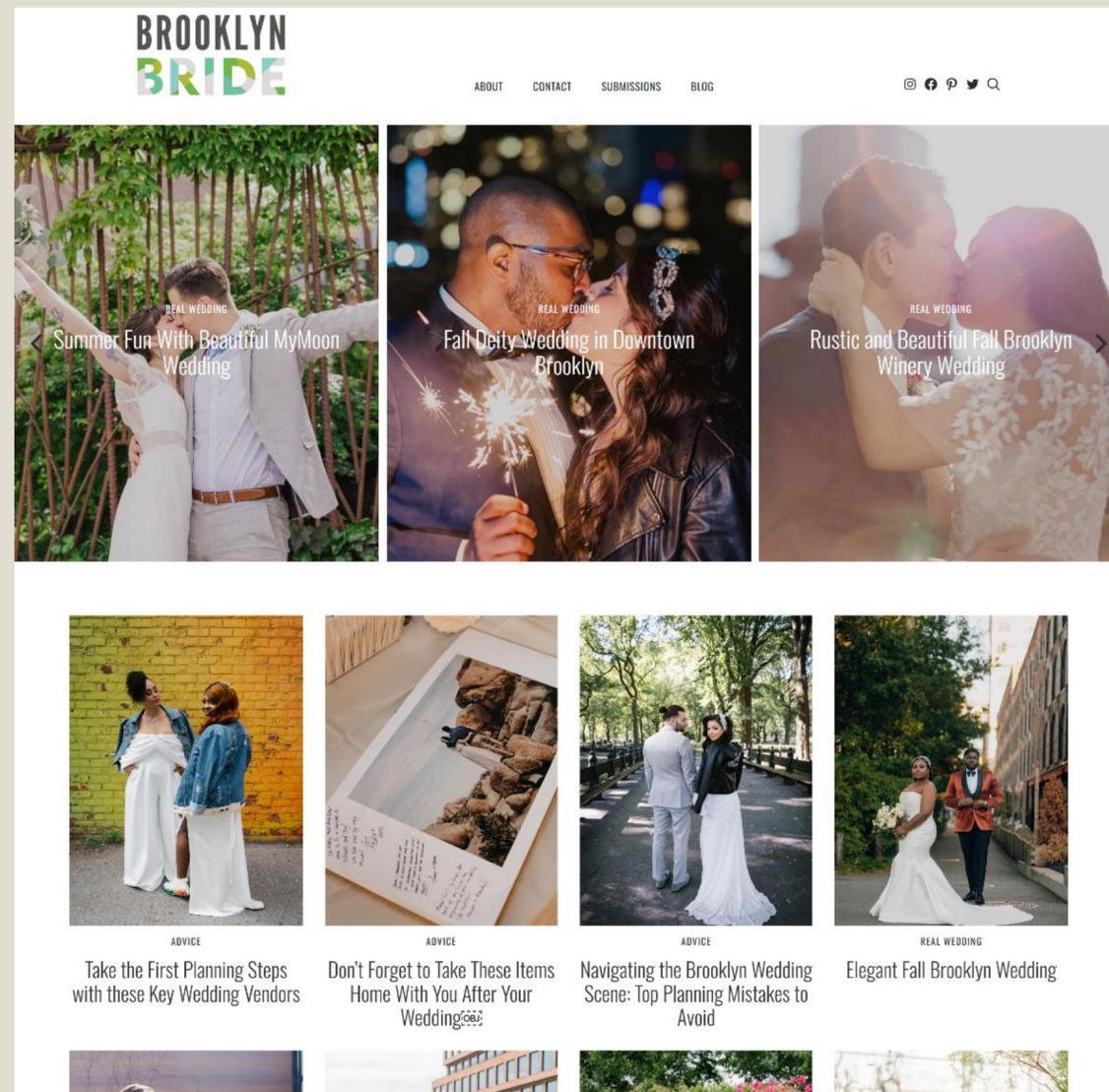
DO YOU HAVE A BLOG?

Blogs might feel like a throwback, but they're one of the most powerful tools you have. In this section, we'll look at how you can use blog-style content (like exhibitor spotlights, planning tips, and show recaps) to boost your SEO, support your vendors, and keep your website relevant between events.

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BLOG BASICS

WHO, WHAT, WHEN, WHERE, WHY?



WHY BLOG?

It's the easiest way to keep your website fresh, support your vendors, and drive organic traffic.

BLOG BASICS

WHO, WHAT, WHEN, WHERE, WHY?

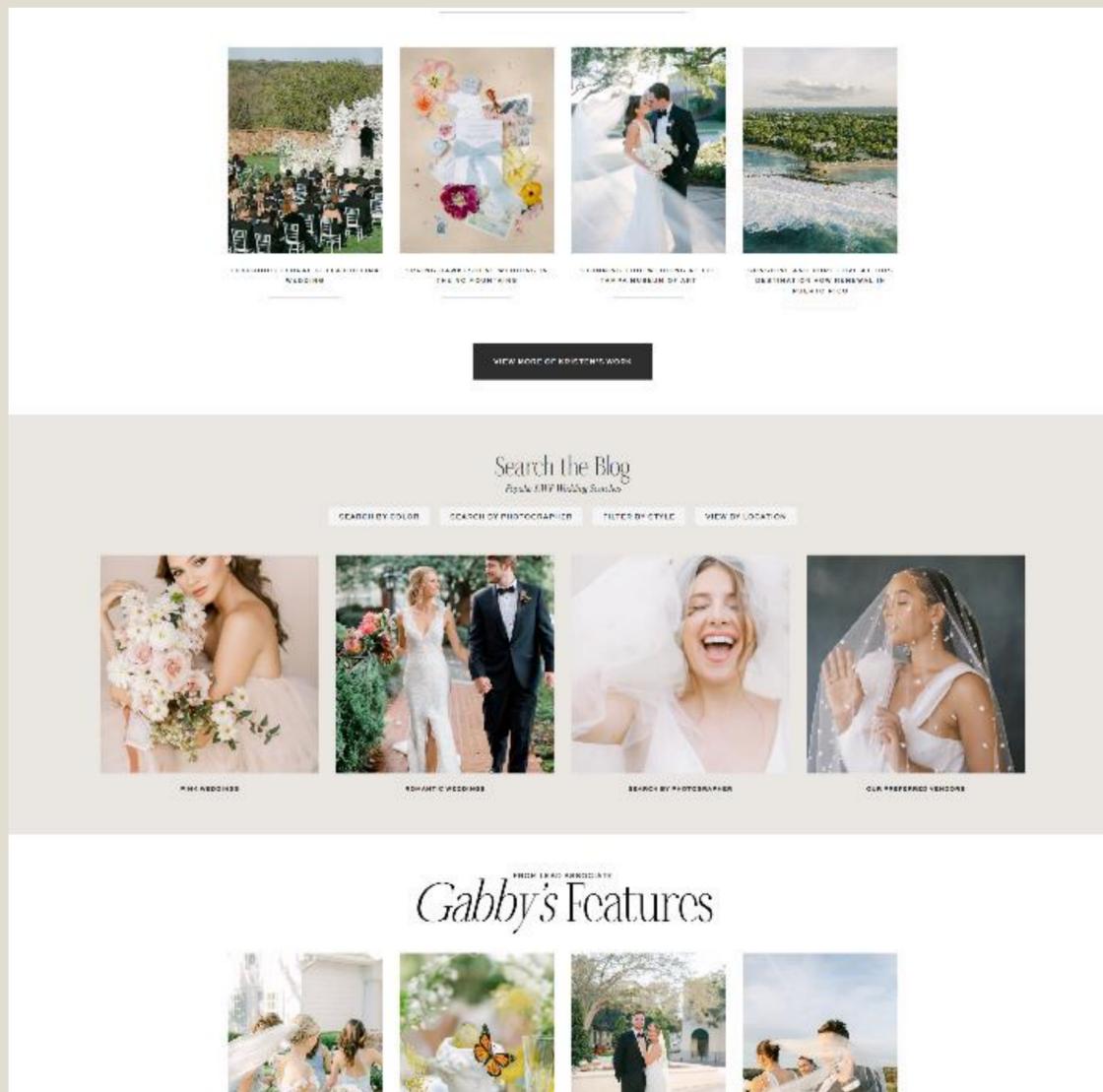


WHAT SHOULD YOU POST?

Vendor spotlights, planning tips, trend roundups, behind-the-scenes show content... anything helpful or inspiring for your audience.

BLOG BASICS

WHO, WHAT, WHEN, WHERE, WHY?

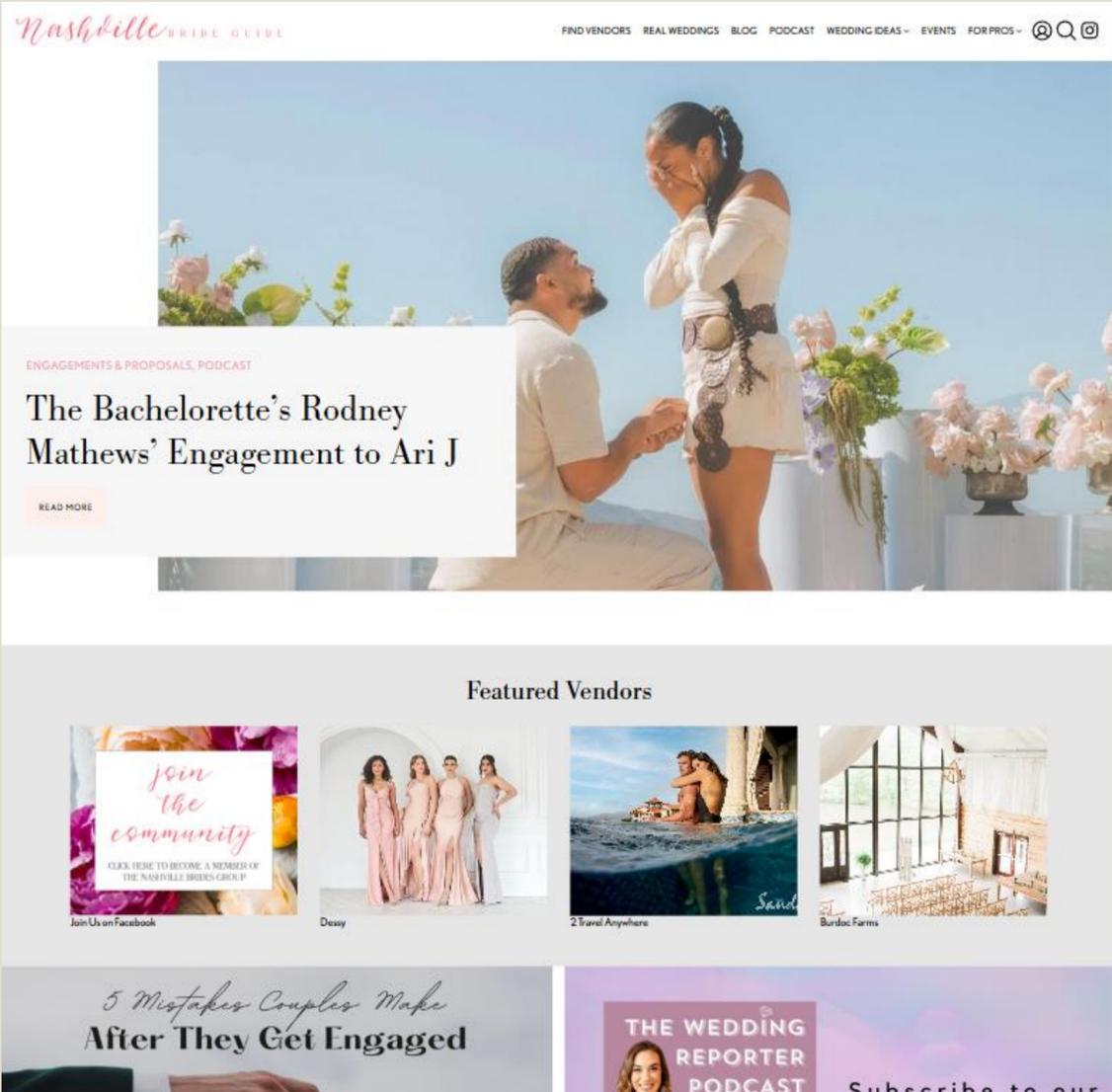


WHO WRITES THE ARTICLES?

You don't have to! Invite your exhibitors to contribute, too.

BLOG BASICS

WHO, WHAT, WHEN, WHERE, WHY?



WHEN SHOULD YOU POST?

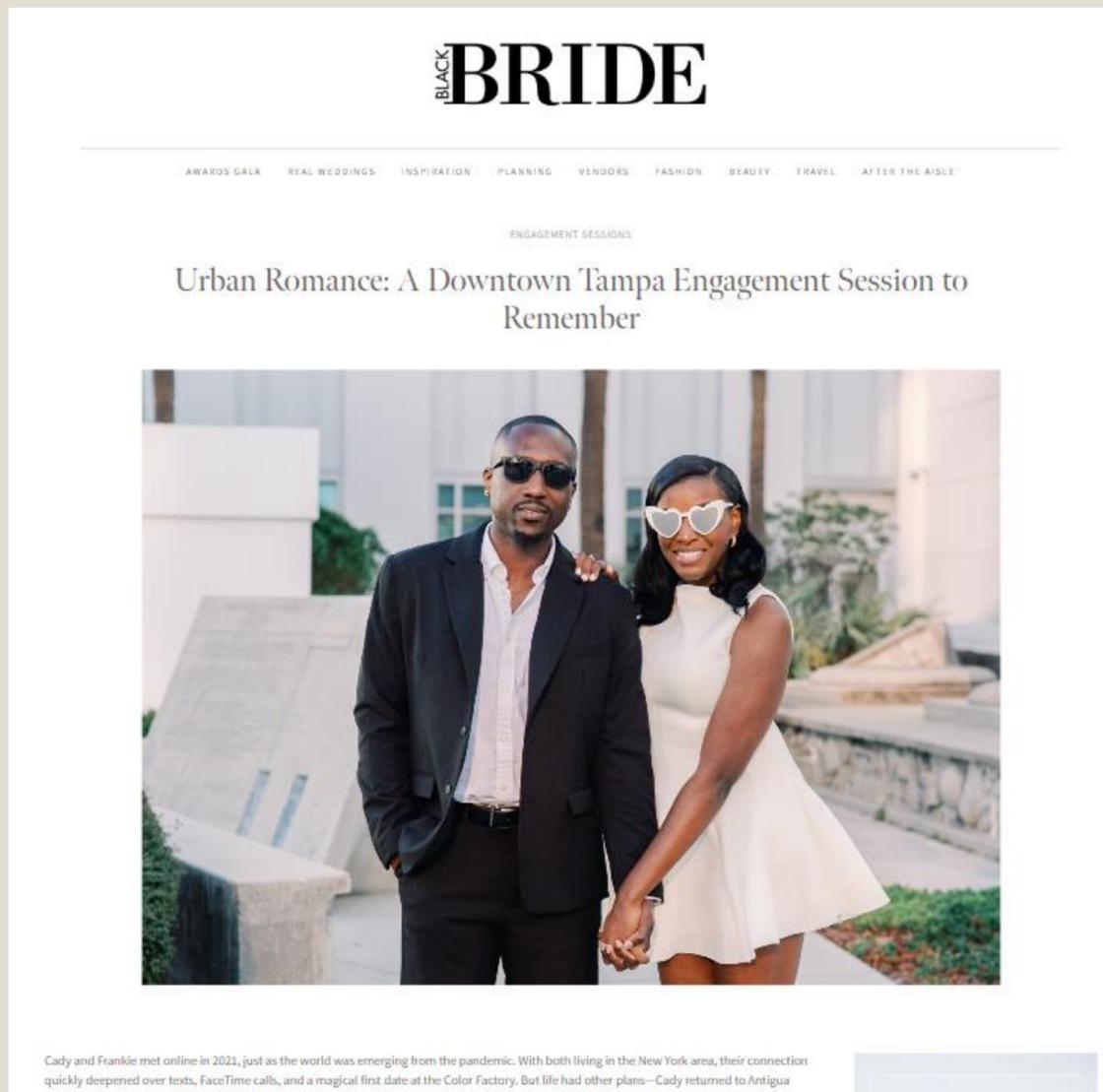
Consistency, not perfection. Even once a month keeps your site active and valuable between shows.



← CANVA CONTENT CALENDAR TEMPLATE

BLOG BASICS

WHO, WHAT, WHEN, WHERE, WHY?



WHERE DOES IT GO?

Right on your show website.
Create a blog or “Inspiration”
section linked from your main
menu.

Content Ideas

TIPS & ADVICE

FROM THE EXPERTS

Your exhibitors are experts in their field! Leverage their know-how by featuring articles with **TIPS & ADVICE** on practical topics relevant to your area and their wedding planning.

Articles such as this are SEO gold for both you and your vendors.



TIPS & ADVICE

8 Tips for Looking Your Best in Your Wedding Photos

SAVE 0

By Lauryn Schalk of Photography by Lauryn

Do you want to know the number one comment I get from my couples the first time I walk into their engagement session?

"We're pretty nervous because we're both super awkward in front of the camera." <---That's it right there.

So without further ado, this is for you all. The folks who think they are awkward (but certainly are not) and want to know how exactly they can feel a few notches more confident before stepping in front of the lens on your wedding day. I always prep my couples with guides to help calm nerves, but these 8 tips for looking your best in your wedding photos will help you glow the way you want to! And no, I'm not talking about spray tans or teeth whiteners, I'm talking pure confidence people!



REAL WEDDINGS

Elegant, Destination Lake Wales Wedding | Bella Cosa

Research Tampa Bay Wedding Vendors

We've done the research for you and curated a

Article Ideas

DJs

- The Ultimate First Dance Song List
- 10 Must-Play Wedding Reception Songs

Planners

- How to Get your Marriage License
- Planning Your Wedding Day Timeline

Photographers

- What to Wear for Engagement Photos
- Best Wedding Portrait Locations

MORE IDEAS!



Content Ideas

VENDOR SPOTLIGHTS

INTERVIEWS & INFORMATION

VENDOR SPOTLIGHTS are the easiest way to showcase your exhibitors in an engaging, personal way.

Engaged couples want an authentic, personal connection with the people who will be there on their special day: use your site as an opportunity to build trust.

A Cake Maker's Creative Journey

During our conversation, Valeria shared insights into what inspires and drives her artistry. From her background in architecture to the creative freedom she discovered through cake design, Valeria's journey is one of passion and perseverance. Her love for design, attention to detail, and dedication to her craft shine through in every aspect of her work.

She also shared practical details about her process, including how she can provide wedding cake samples to couples no matter where they're located, her ability to create pretty much any flavour imaginable, and her meticulous approach to ensuring her cakes are safely delivered to your wedding venue.

[VALERIAOLCI.COM](https://valeriadolci.com) →



Enquire About Your Wedding Cake

Valeria would absolutely love to hear from you if you have a wedding cake enquiry. Email cakes@valeriadolci.com.

For now though – go and enjoy that Christmas cake please!

Much love and festive wishes to you all!





vendor spotlight

5 MINUTES WITH
LAKE COMO
PHOTOGRAPHER
IRENA BALASHKO

vendor spotlight

Article Ideas

Interviews with Owners

- What inspires them
- Their best advice for engaged couples
- Describe their ideal client

Shop or Venue Highlights

- What designers are carried
- What makes their venue unique

Client Connections

- Stories of how couples met vendors at your show

Content Ideas

TRENDS

LATEST INSPO

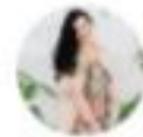
Your vendors should be in the know about the latest trends in the industry and can pass along helpful inspiration and ideas to engaged couples.

Whether it's the latest TikTok craze, a styled shoot at the venue hosting your show, or gown trends, leverage your community to share knowledge!



Brittany Drye · Fashion · Wedding Dress · 2 min read

Fall 2025 Wedding Dress Trends from New York Bridal Fashion Week



Brittany Drye
Founder + Editor-in-Chief of Love Inc. Magazine | On-Air Wedding Expert | LGBTQ+ Inclusivity in the Wedding Industry

The latest wedding dress trends straight from the Bridal Fashion Week runways.

Bridal Fashion Week has officially wrapped and we have viewed *hundreds* of dresses to spot the top bridal fashion trends that will be coming down aisles next year.

And I want to preface this post by saying, while trends can certainly help put a timestamp on the fashion timeline for weddings, it's certainly not meant to dictate *your* wedding day look. You should always choose something that suits your personal style, and that may or may not fall in-line with what's "trending." (But if you ask us, personal style is *always* en vogue!)

Now, back to Bridal Fashion Week and the trends that emerged, which ranged from vintage inspired corsets and basque waistlines to fashion-forward sculpting and more.

CORSETS

Corsets are nothing new to the wedding fashion scene, but the sheer magnitude of which we saw them this season earned this detail a spot on the list. Almost every single collection boasted at least one corset, ranging from exposed boning to more subtle snatching.





Welcome to Your Dashboard!

SUBMISSIONS

SUBSCRIPTION

Your Submissions



Add New Submission

Your Meet the Pros Interview

Submissions Process

If your website doesn't have the ability for your exhibitors to submit articles:

1. Create a Google form, Airtable form, Typeform, etc.
2. Make sure your exhibitors include social media information, images, and links to credited vendors/venues.
3. Use Zapier to send the form submission into a new WordPress draft (or copy/paste the info into a new blog post draft)

Keep it Smart + Simple

TOOLS & STRATEGIES

Blogging doesn't have to be hard! Done is better than perfect. These tools can help.

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EDITORIAL CALENDAR

The screenshot shows an Airtable interface for a 'Blog pipeline' table. The table has columns for 'Blog posts', 'Date', 'Status', 'Headline', and 'Writer'. There are four rows of data, each with a colored bar on the left indicating its status: green for 'Live', blue for 'In progress', and teal for 'Planning'. The bottom of the table shows '7 records' and the Airtable logo.

	Blog posts	Date	Status	Headline	Writer
1	UK villages	3/21/2021	Live	7 off-the-beaten-path places to visit in Britain	Kai Si
2	Safaris	3/31/2021	In progress	The 5 most affordable safaris	Harley
3	Poolside views	4/2/2021	In progress	Why you should pay more for a poolside view	Kai Si
4	Beach essentials	4/6/2021	Planning	Don't forget these 11 beach essentials	Ash Q

Free tools such as Airtable, Monday, and ClickUp have “Editorial Calendar” templates. You can also use a simple spreadsheet!

BLOG SCHEDULING

SEO OPTIMIZATION

KEYWORDS & CONTENT

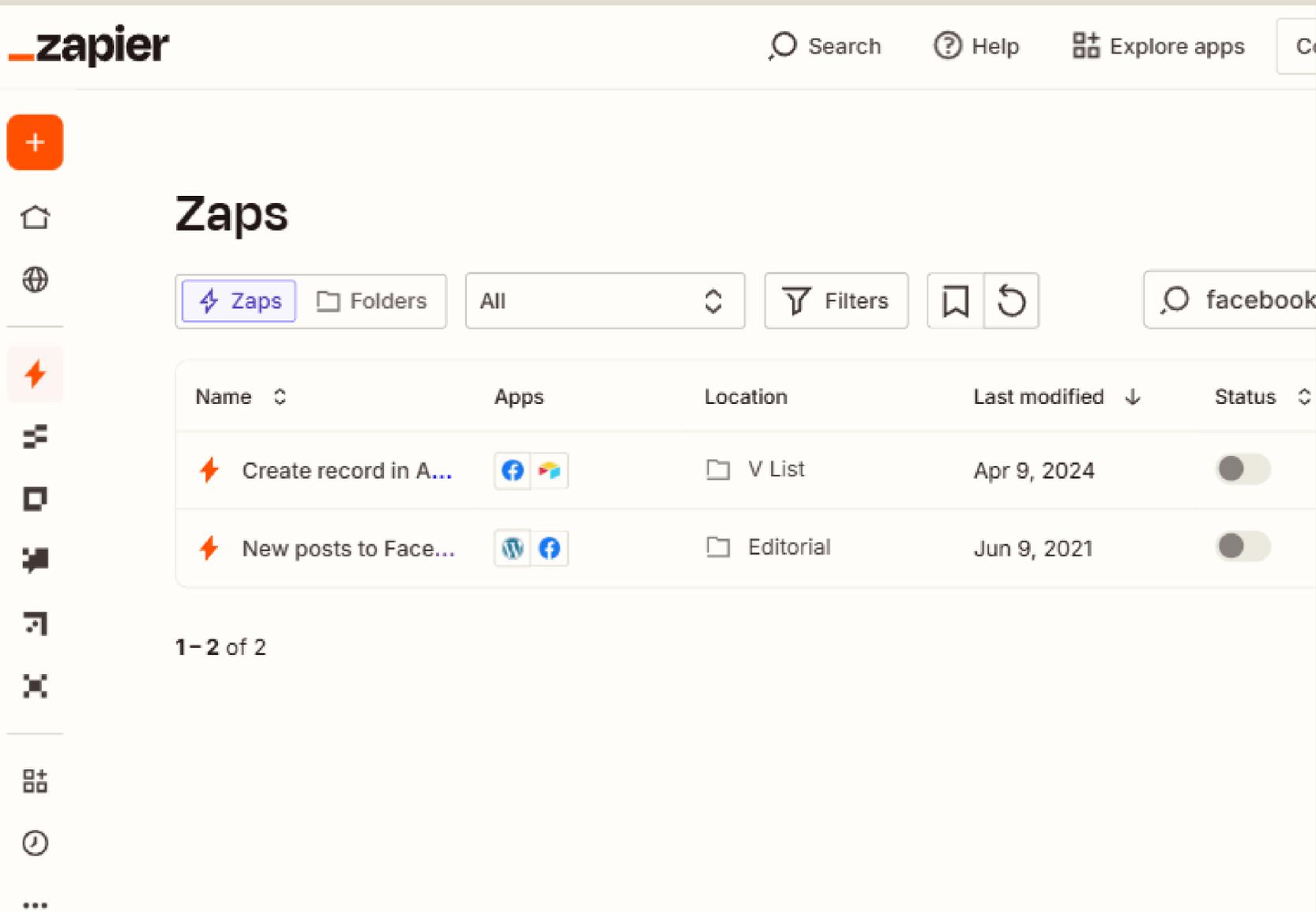
Google's free keyword planner shows you the volume of search queries for a phrase.

Then use ChatGPT, Gemini or your favorite tool to integrate keywords into copy.

The screenshot shows the Google Keyword Planner interface. At the top, there are tabs for 'Keyword ideas', 'Forecast', 'Saved keywords', 'Negative keywords', and 'Organize keywords'. The search bar contains 'tampa wedding vendors, tampa bay wedding vendors' with location set to 'United States' and language to 'English'. Below the search bar, there are filters for 'Broaden your search' with buttons for '+ wedding vendors', '+ wedding', '+ tampa bay wedding', and '+ tampa wedding'. There is also an 'Exclude adult ideas' button and a note that '4 keyword ideas available'. The main table displays search results with columns for 'Keyword (by relevance)', 'Avg. monthly searches', 'Three month change', 'YoY change', and 'Competition'. The results are grouped into 'Keywords you provided' and 'Keyword ideas'.

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition
Keywords you provided				
<input type="checkbox"/> tampa wedding vendors	10 - 100	0%	0%	Medium
Keyword ideas				
<input type="checkbox"/> tampa bay wedding videograph...	10 - 100	0%	0%	-
<input type="checkbox"/> wedding vendors tampa	10 - 100	0%	0%	Medium
Keywords you provided				
<input type="checkbox"/> tampa bay wedding vendors	0 - 10	-	-	-

AUTOMATION TOOLS



The screenshot shows the Zapier web interface. At the top left is the Zapier logo. To the right are navigation links for Search, Help, and Explore apps. Below the navigation is a sidebar with various icons. The main content area is titled "Zaps" and features a filter menu with "Zaps" selected, "Folders", and "All". There are also "Filters", "Bookmark", and "Refresh" icons, and a search bar containing "facebook". Below this is a table of Zaps:

Name	Apps	Location	Last modified	Status
⚡ Create record in A...	 	📁 V List	Apr 9, 2024	<input type="checkbox"/>
⚡ New posts to Face...	 	📁 Editorial	Jun 9, 2021	<input type="checkbox"/>

At the bottom left of the table, it says "1-2 of 2".

Use Zapier to automate your flow:

- Promote blog post on social
- Update Airtable editorial calendar with blog post link
- Create a “featured on” graphic

ZAPIER

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**THINGS YOU
MUST DO.
PERIOD.**



≡ MENU

MEET THE VENDORS

THE EVENT TEAM

WEDDING PLANNING

Engaging Events by Ali

VENUE

RPM Events

PHOTOGRAPHY

Photographs by Teresa

DJ

Megan Taylor

FLORAL

CUT Floral Design

MAKEUP

GLAMRUM

HAIR

Saints & Scissors

VIDEOGRAPHY

REM Video & Photography

ICE SCULPTURE

Nadeau Ice

THINGS YOU MUST DO. PERIOD.

CREDIT ALL VENDORS AND VENUES

You must must must (*MUST*) credit the wedding pros and venues who are featured in your article. This isn't just courtesy, or law (photographers own copyright to images), it's also good for you, and good for them. Outbound link their names or relevant keywords in your content. Relevant links boost your exhibitor's SEO.



THINGS YOU MUST DO. PERIOD.

BASIC SEO

You've spent time creating or sourcing content for an article, so make sure you're taking 5 minutes to do basic SEO.

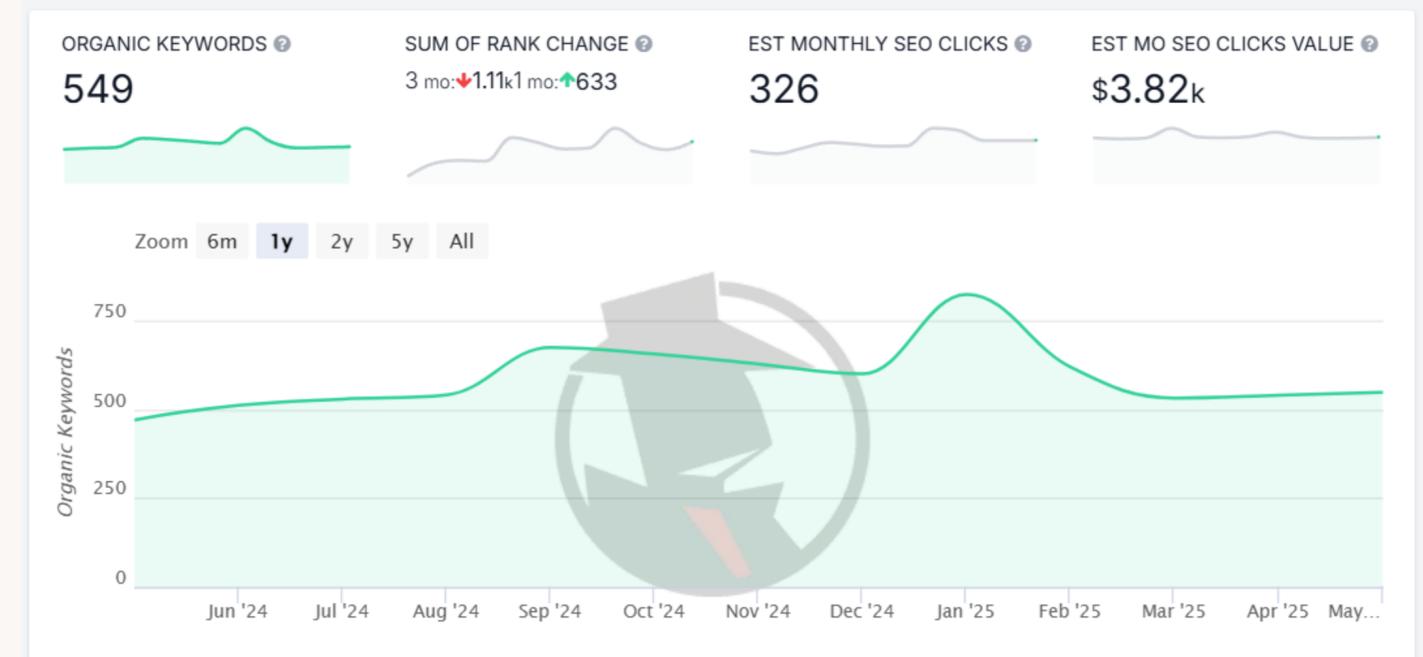


← BLOG POST
OPTIMIZATION

Search Engine Optimization (SEO)

Plus: Generative Engine Optimization (GEO)

SEO is what helps your website show up when people search online. GEO is how AI (like ChatGPT) consume your website. When you consistently add fresh, relevant content, you give search engines more to index and rank. That means your site is more likely to appear when engaged couples search for things like “wedding florist in Chicago” or “wedding shows near me.”



The more helpful content your site offers, the more traffic you can attract—even months after the show.

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How AI Can Help

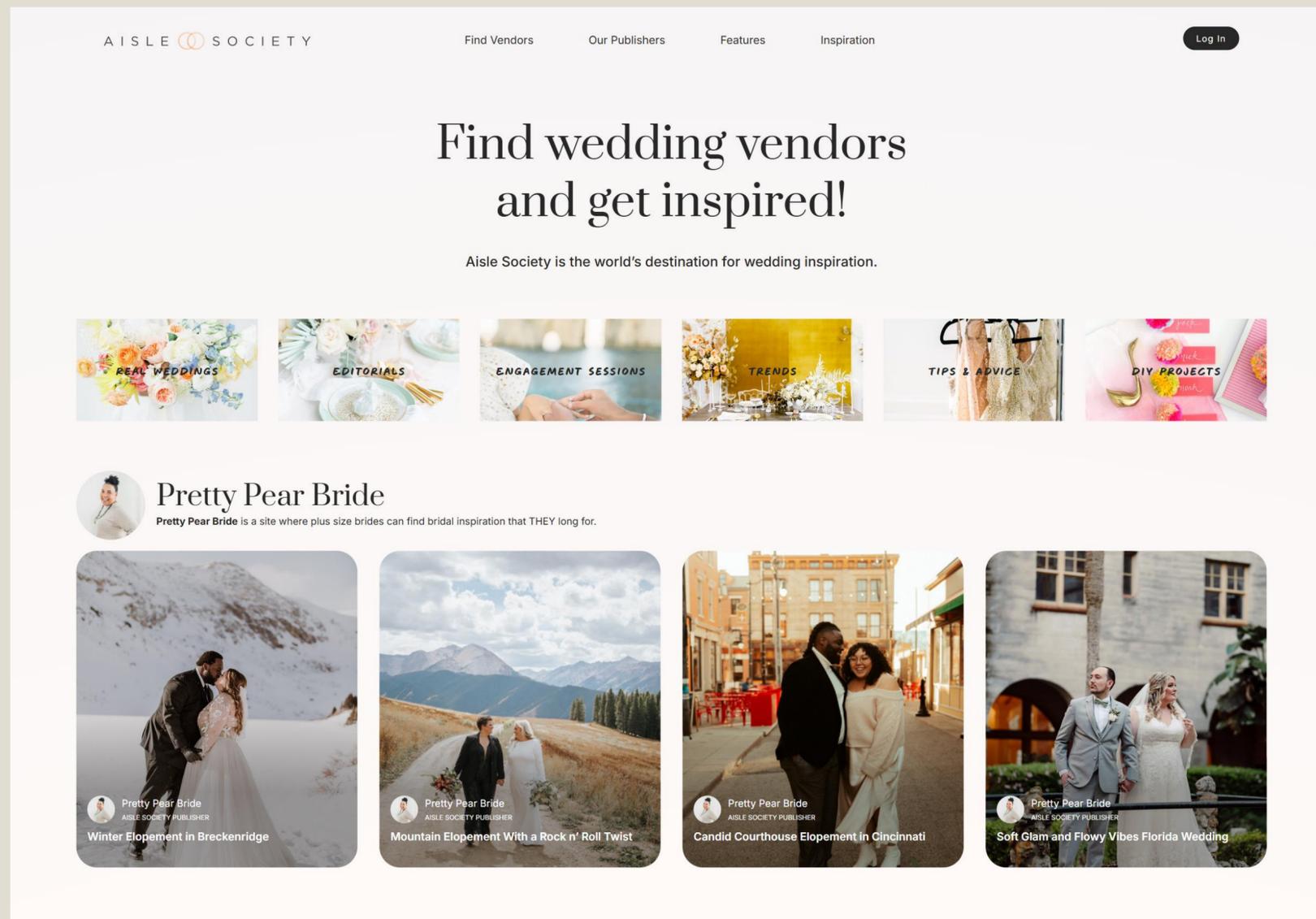
- Use ChatGPT (or Claude, Gemini, etc) to help with outlines for your blog posts. You can upload photos for the engine to reference.
- Generate SEO-friendly titles, headings, and meta descriptions to help posts rank on Google.
- Brainstorm blog ideas by vendor type (florists, planners, photographers, etc.) when you're low on inspiration.



How AI Can Help

- Reword or restructure content to fit your tone (professional, conversational, helpful) or appeal to a different audience.
- Create content prompts or blog submission templates for your vendors to use.
- Summarize or repurpose long content into social captions or email blurbs.

Topic #2



WEBSITE & DIRECTORY

Key Info

ANYTHING IMPORTANT SHOULD BE ON
YOUR WEBSITE

Directions to the Show, Parking Info,
Accessibility, Schedule, Booth Map, Media
Partners... the list goes on!

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EXHIBITOR DIRECTORY

MORE THAN JUST A LINK

Instead of a simple list of logos and links, showcase each exhibitor with a beautiful, content-rich **LISTING PAGE**.

Help engaged couples explore, compare, and connect with vendors both before and after the show.



Maya Lovro Photography

📍 Photography 📍 New York / Brooklyn / Long Island / New York City / Pennsylvania / Philadelphia / Pittsburgh



Love. Artistry in storytelling, celebration, and authenticity.

Trained in both traditional and digital fine arts, noted wedding and event photographer Maya Lovro (they/them) bring their thorough creative experience and eye for storytelling to documenting celebrations in Pittsburgh, Philadelphia, New York City, and worldwide.

As a member of the LGBTQ+ community, Maya and their work specialize in affirming and celebrating love of all kinds. ❤️

Gallery



EXHIBITOR CONTACT FORMS

FOR THOSE WHO CAN'T GO TO THE SHOW

Adding **CONTACT FORMS** directly to each exhibitor's listing page so that engaged couples can inquire anytime, from anywhere. It's a simple way to turn your website and exhibitor directory into real leads, and it gives vendors even more value from their participation in your show.

Contact This Venue ×

Yes, my date is flexible

I'd like a venue tour

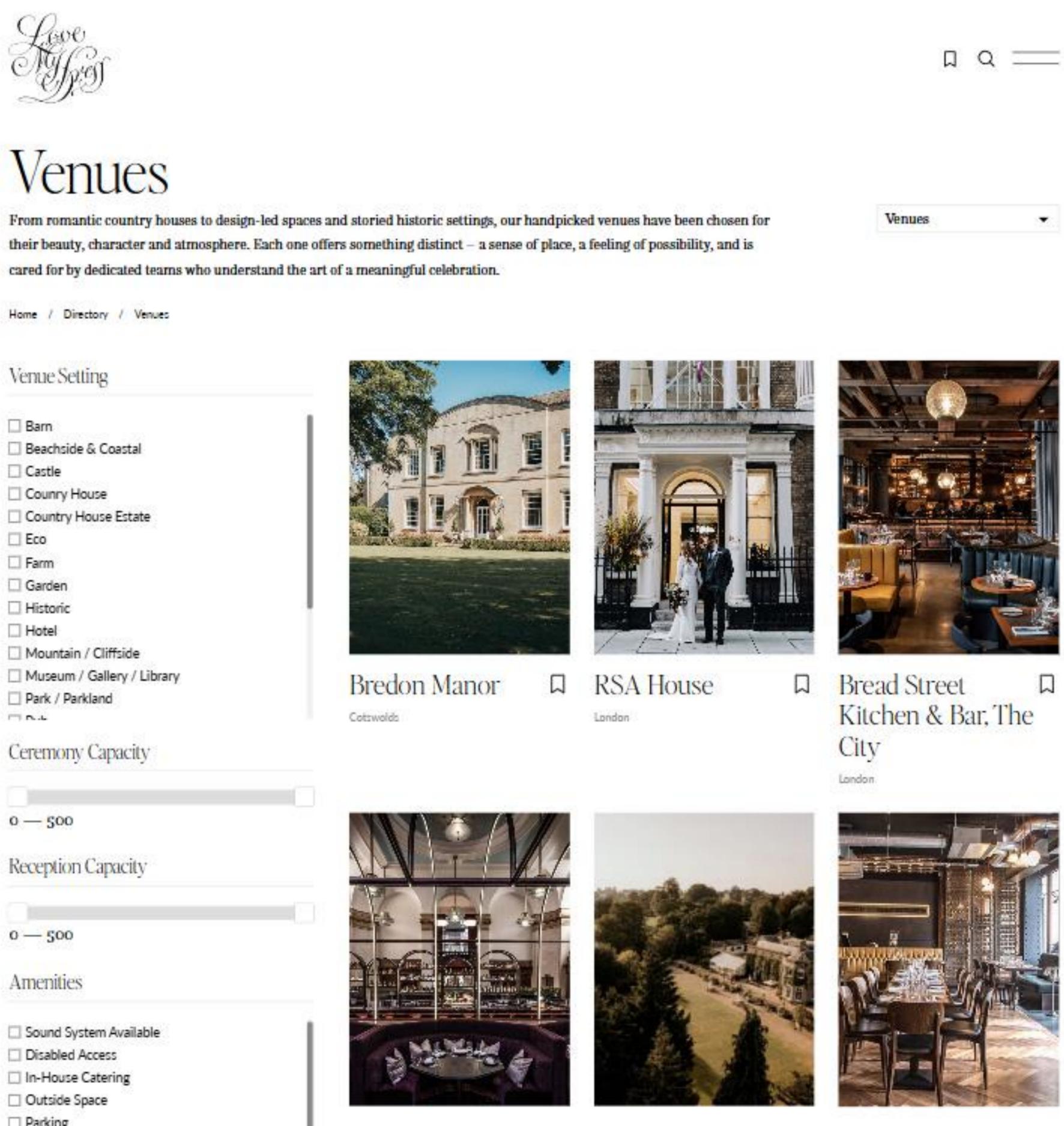
2 + 1 =

Check Availability

FILTERS & DROPDOWNS

MAKE YOUR DIRECTORY EASY TO USE

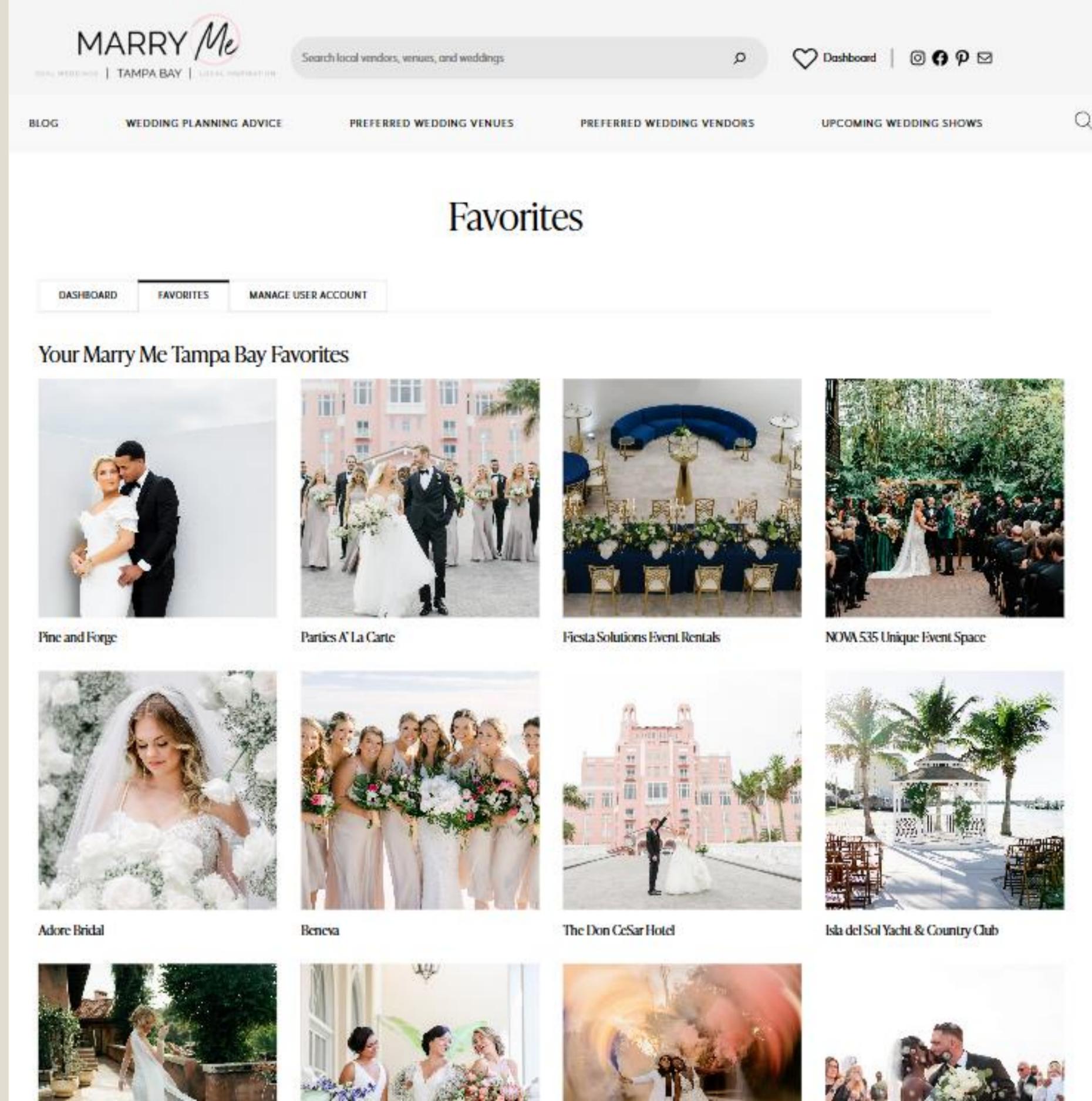
Give attendees the ability to **FILTER, SORT, AND SEARCH** your directory, just like they would on a shopping site. Instead of scrolling through a long list, they can narrow down by category, location, style, or availability—making it easier to find exactly what they're looking for. The easier your directory is to use, the more leads your exhibitors will get—even months after the show.



BOOKMARKING & FAVORITES

LET COUPLES SAVE THEIR FAVES

Make it easy for attendees to **BOOKMARK** their favorite vendors. By allowing couples to “favorite” listings or build a shortlist, you help them stay organized and engaged beyond the event. It also increases repeat traffic to your site, and gives your exhibitors more chances to get discovered, remembered, and booked.



Reach Engaged Couples Who Are *Ready to Book*

Welcome WSPI Attendees! You already know this: there's magic in face-to-face connections. But the journey doesn't start (or end) at the event itself —it starts online. That's where we come in. This platform is designed exclusively for Wedding Show Producers International members—a curated space to extend your reach, elevate your credibility, and help engaged couples find the best local wedding shows to attend and vendors to trust.

EXHIBITOR SIGNUP & ONBOARDING

ONLINE BOOTH RENTALS

Make signing up seamless and set your exhibitors up for success. Expand your website so that exhibitors can register, apply to be an exhibitor, and choose their booth size/package.

Bonus: they can renew for next year easily!

<p>Standard \$395.00</p> <p>10 x 10 Space 6 foot Table 2 Chairs Linen for Your Table 50% Discount on Tickets to the Show</p> <p>Add to Cart</p>	<p>Premium \$695.00</p> <p>10 x 15 Space 6 foot Table 2 Chairs Linen for Your Table Complimentary Tickets to the Show</p> <p>Add to Cart</p>	<p>Elite \$895.00</p> <p>10 x 20 Space 6 foot Table 2 Chairs Linen for Your Table Complimentary Tickets to the Show</p> <p>Add to Cart</p>	<p>Signature \$1,295.00</p> <p>10 x 20 Space 6 foot Table 2 Chairs Linen for Your Table Complimentary Tickets to the Show</p> <p>Add to Cart</p>
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Compare Booth Packages

	Classic	Premium	Elite	Signature
Booth Rental Included	✓	✓	✓	✓
Published location in Booth Guide	✓	✓	✓	✓
Inclusion in Swag Bag	✓	✓	✓	✓
Electric Setup Included	✓	✓	✓	✓
Show Tickets Included		2	4	4
A/V Setup Included			✓	✓
Access to ticketholder email list			✓	✓
Head wall construction with 8ft walls				✓

EXHIBITOR DASHBOARD

VENDOR DASHBOARD

An exhibitor dashboard lets your vendors view helpful information (use this spot to provide floorplans, load-in instructions, request marketing materials from your exhibitors, etc), edit their listing page, and submit blog content.

Bonus: use Zapier to send this info to email, Airtable, or your CRM.

Account Home

Welcome to your account dashboard. Have questions? Email us at support@aislesociety.com. We are happy to help.



Hi, Casey!

Hi friend!

Below you'll find information on any current and expired directory listings.

Dashboard →

Marketing

Subscriptions

Submissions

Manage Profile

Log Out

Your Directory Listings

Casey Hendrickson Photography

PHOTOGRAPHY

GO TO EDITOR



Company Name
Casey Hendrickson Photography

Renews: August 21, 2025

Website
<http://www.caseyhphotos.com/>

Email Address
info@caseyhphotos.com

Listing Location(s)
North Carolina

Add a Listing

+ Add a Listing

Topic #3



SOCIAL MEDIA & PARTNERSHIPS

Publicize It!

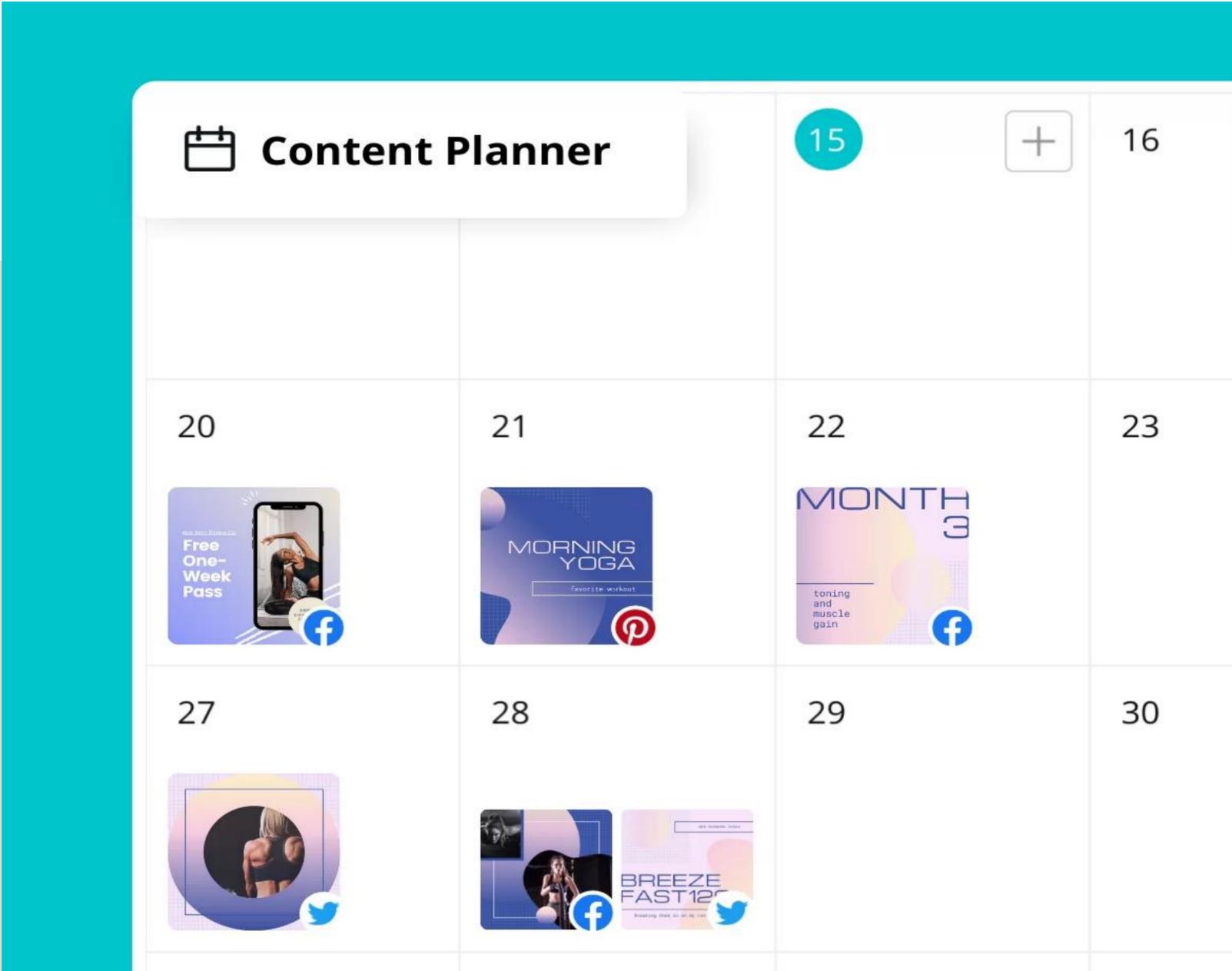
SOCIAL MEDIA

INSTAGRAM, TIKTOK, PINTEREST

Share exhibitor features, sneak peeks of the setup, behind-the-scenes moments, and real-time show content on your favorite social platform. Follow up with post-show profiles of your exhibitors. Encourage vendors to tag and add you as a partner on their posts, and reshare their stories to expand your reach without extra effort. Organic social keeps your event visible, builds buzz, and gives attendees a reason to engage before and after they walk through the door (or if they never do!)

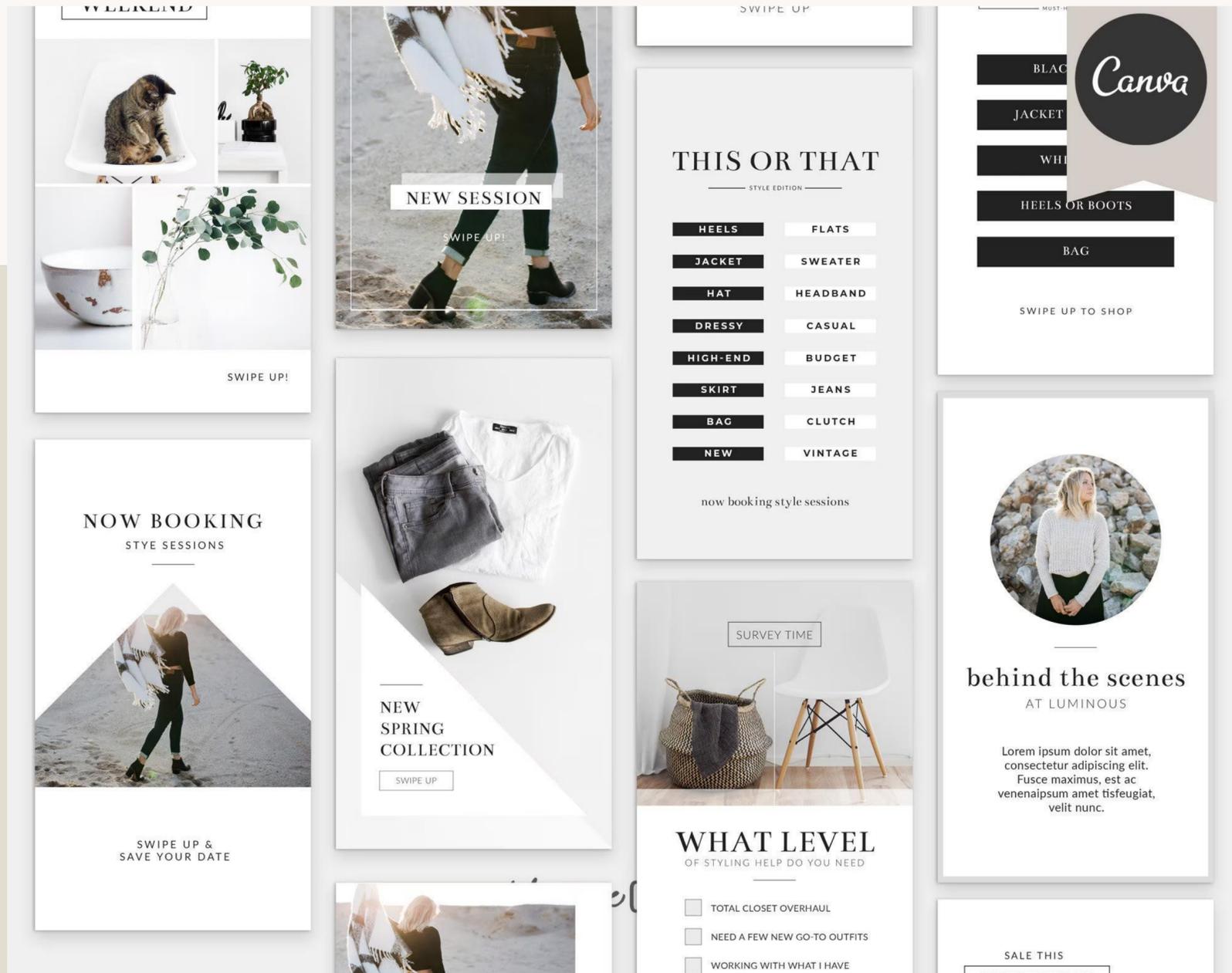


SCHEDULING TOOLS



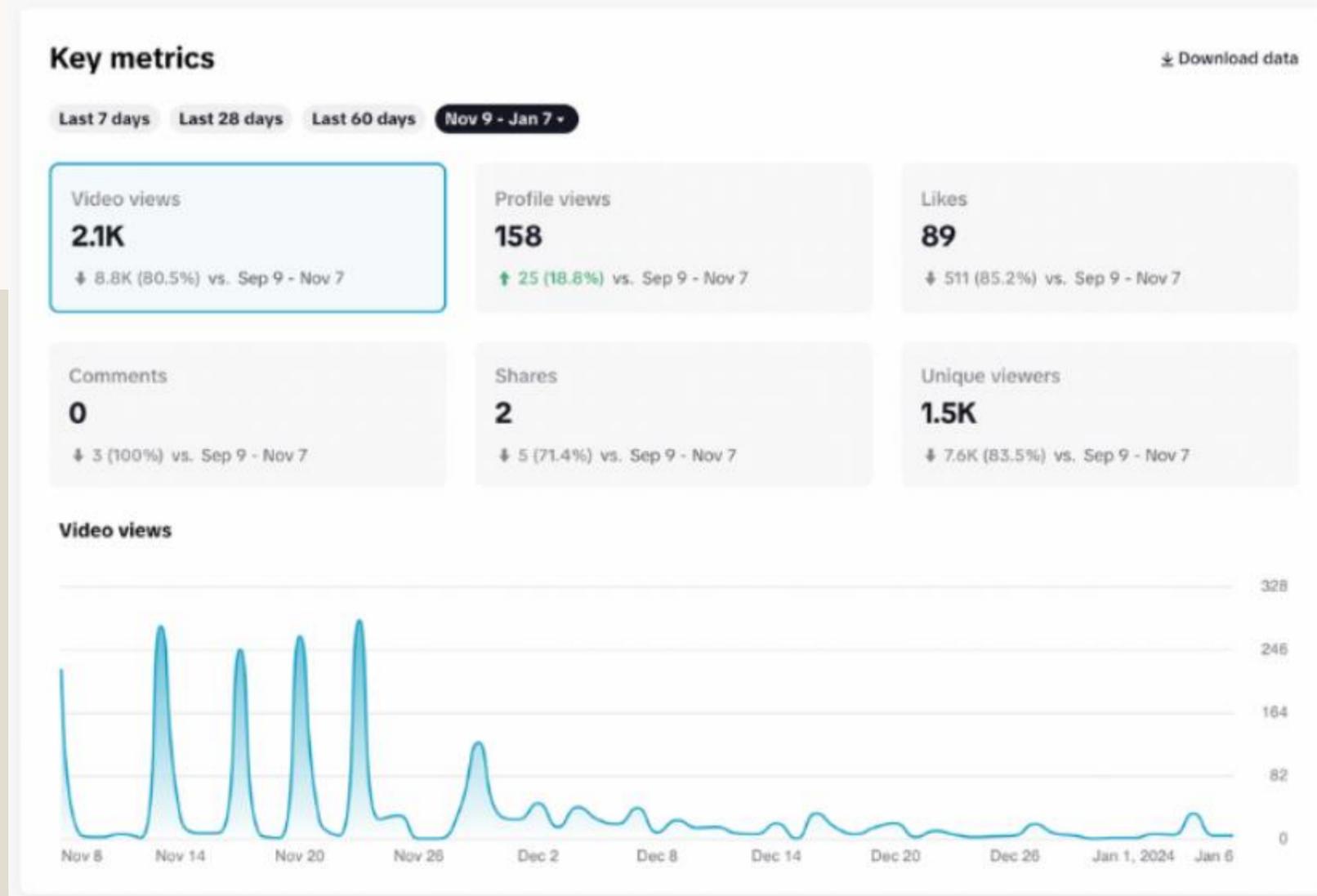
- Canva Content Planner
- Later
- CoSchedule
- Loomly
- Planable
- Buffer
- Airtable

TEMPLATES



- Canva
- Etsy
- Figma
- CapCut
- Your Website or Brand Designer

TRACK SUCCESS



- Google Analytics Traffic Sources
- Native analytics (TikTok, Instagram, Pinterest, etc)
- Analytics from Later, CoSchedule, etc.

Local Blogs

PUBLISHER PARTNERSHIPS

CONNECT WITH MEDIA PARTNERS

Partnering with local (or national!) wedding bloggers is a powerful way to boost exposure and credibility. Invite them to co-host a lounge, create a styled installation, or cover your event through blog and social content.



Brand Partnerships

SWAG BAGS, SHOW DÉCOR, ACTIVATIONS

Partnering with brands is a great way to elevate the experience and offset event costs.

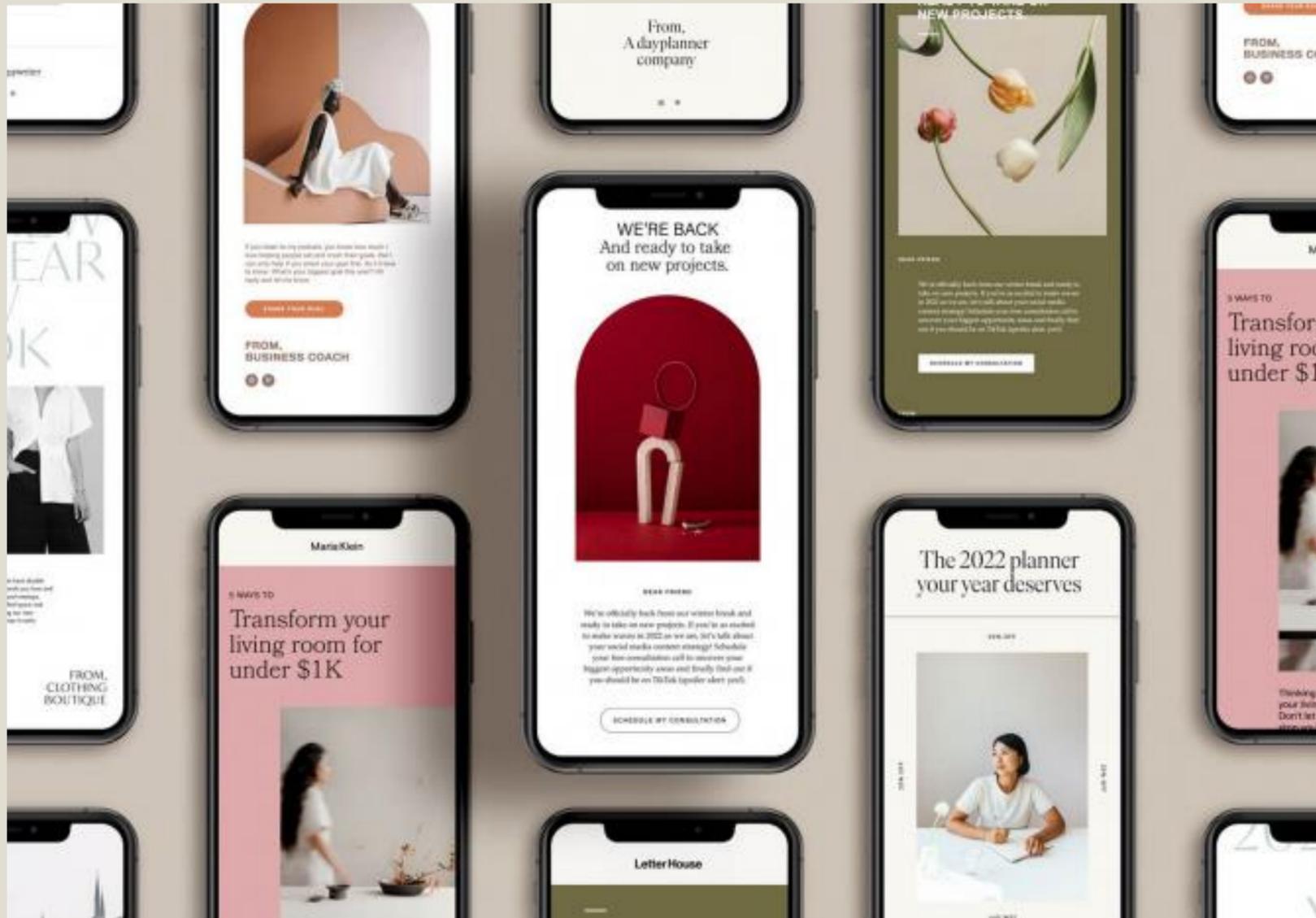
Think:

- Branded swag bags
- Lounge décor
- Interactive product displays
- Sponsored giveaways

Left: Minted, Sea Bags, HoneyBook



Topic #4



EMAIL MARKETING

Social Scrolls Email Sells

BUILD YOUR MAILING LIST

Platforms come and go, but your email list is yours. Use it to connect directly with vendors and couples, share updates, and drive traffic to your exhibitors long after the show.

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AMI PRICE @CELEBRATECREATIVE CELEBRATECREATIVE.COM

BUILD YOUR LIST

GROW THE LIST AT EVERY TOUCHPOINT

- Ticket sales pages
- Blog & social media
- Giveaways or
downloadables
- QR codes at the show



YEAR-ROUND MARKETING

NOT JUST FOR TICKET SALES

You don't need a massive list,
you need an engaged one.

Your goal is to build an
audience of local couples who
are actively planning and
interested in your vendors.





Email Ideas: Exhibitors

Exhibitor Email Topics That Go Beyond Show Details

- How to Make the Most of Your Booth
- Social Media Tips for Getting Featured During the Event
- How to Maximize Your Listing Page
- Successful Booths from Past Shows
- How to Create a Lead-Capturing Giveaway
- Your Post-Show Checklist: Leads, Follow-Up, and Marketing



Email Ideas: Engaged Couples

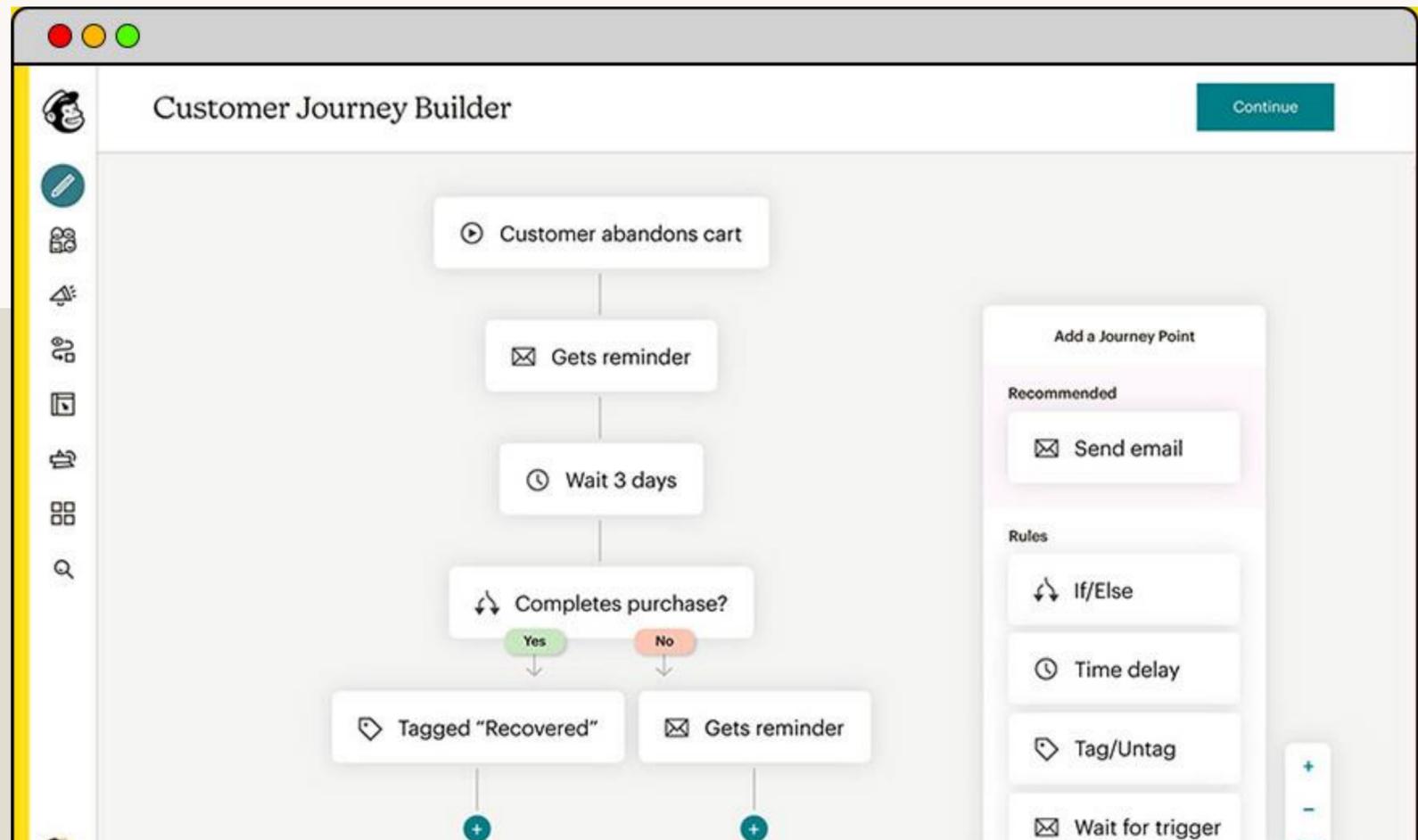
FOR ENGAGED COUPLES

- 5 Things to Know Before You Arrive
- What to Ask at the Show (and What Not to Forget)
- Didn't Meet Everyone? Explore the Vendor Directory



← ANNUAL EMAIL
CALENDAR IDEAS

EMAIL SOFTWARE



- Mailchimp
- Flodesk
- ActiveCampaign
- MailerLite

Take advantage
of automation
sequences!

Time to Upgrade Your Website?

WE WOULD LOVE TO WORK WITH YOU

INFO@CELEBRATECREATIVE.COM

CELEBRATECREATIVE.COM

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