



EXHIBITOR TOOLKIT 2027

Your stand, *promoted*

Everything you need for a brilliant show day

Sunday 19 September 2027 · 12 noon to 3pm

Alexander Graham Bell Centre, Moray College UHI, Elgin


WEDDING SHOW

THANK YOU

Welcome

On behalf of the whole team, a warm welcome and a huge thank you for choosing to exhibit with us. Your passion and professionalism are what make the Moray Wedding Show a success, and we're delighted to bring the very best of the region's wedding industry together under one roof.

This toolkit covers logistics and housekeeping, plus practical tips on presenting your stand, talking to couples, and promoting your presence before and after the show. Exhibitors who promote ahead of the day consistently report the strongest leads, so please use the social media playbook.

YOUR STAND INCLUDES

- 6ft x 2ft table with white tablecloth
- Social media shoutout on our channels
- 10,000 digital adverts on the Northern Scot website
- Listing in marketing collateral and Northern Scot newspaper promotion
- A year in the Online Wedding Directory

SHOW DAY AT A GLANCE

FROM 8AM	Exhibitor access. Park free on site and use the nearest access door to your zone.
11:00	Stands complete — all stands dressed, boxes and packaging out of sight.
11:30	Housekeeping briefing for all exhibitors.
12:00	Doors open — three hours of engaged couples.
14:00	Fashion show — bridal, kilts and accessories.
15:00	Show closes. Please stay dressed until the last couple leaves.

GETTING READY

Housekeeping & logistics

GETTING IN

- Set-up is on Sunday from 8am. Stands must be complete by 11am — there is no access the day before.
- Free parking is available at the college. Please unload first, then move your vehicle so others can reach the doors.
- Trolleys are limited — bring your own if you have a heavy set-up.

ON THE DAY

- Tea and coffee are provided throughout the day.
- The college restaurant is closed; vending machines are available but we recommend bringing lunch.
- Wi-Fi: log in to the Moray College network and complete the short access form. Bring a card reader with mobile data as backup.
- Please do not break down early — couples often arrive in the final half hour.
- Moray College UHI and Highland News & Media cannot take responsibility for items left unattended.

BRING WITH YOU

- Business cards, price lists and a QR code to your booking page
- Card reader, charger, extension lead and tape
- Table riser or crate, steamer or lint roller
- Sweets or samples, spare pens, a notebook for leads
- Water, lunch and a small bin bag

YOUR STAND NUMBER

Your stand number will be confirmed to you by email before the show.

YOUR STAND

Making your stand work

Couples walk past dozens of tables in three hours. The stands that get remembered have height, one clear message and a reason to stop.

BUILD IN THREE LEVELS

- Eye level: a banner or sign with your business name readable from 5 metres.
- Table level: one hero product or portfolio piece, not everything you own.
- Detail level: a small, tidy cluster of cards, samples and price guides.

DETAILS THAT PAY OFF

- Cover the whole table and hide boxes underneath — clutter reads as unprepared.
- Add your own warm lighting; it photographs better.
- Show prices, or at least a clear "from" figure. Couples are budgeting.
- Give them something to take away with your website and Instagram handle.

CAPTURE THE LEAD

- Run a prize draw or show-only discount in exchange for name, email and wedding date.
- Book consultations there and then — a diary slot converts far better than "get in touch".
- Note wedding dates on every lead so you can follow up in the right order.

ETIQUETTE

Talking to couples

- Stand up, step to the front of your table and smile.
- Open with a question: 'Have you set a date yet?' or 'What are you still looking for today?'
- Listen for 60 seconds before you sell. Match what you offer to what they've told you.
- Include everyone — parents, bridesmaids and best men often influence decisions.
- Never criticise another supplier. Refer generously; referrals come back.
- No hard sell. Pressure is the number one thing couples say puts them off a stand.

INCLUSIVE & WELCOMING LANGUAGE

'IS THIS FOR THE BRIDE?'	'Who's getting married?'
'BRIDE AND GROOM'	'The couple'
'YOUR HUSBAND-TO-BE'	'Your partner' / 'your fiancé(e)'
'BRIDESMAIDS AND GROOMSMEN'	'Your wedding party'
'MR & MRS' SIGNAGE ONLY	Offer 'Mr & Mr', 'Mrs & Mrs', 'The Newlyweds'

- Show diverse couples in your portfolio and on your stand.
- Ask about accessibility, dietary or sensory needs as matter-of-factly as guest numbers.
- If you get it wrong, correct yourself briefly and move on.

READY TO POST

Your graphics

Your 'We're exhibiting' and 'I'm exhibiting' posts come in square, portrait and story sizes, plus versions with a space for your own logo. Add the email banner to your signature so every email promotes your stand.



SEE US AT THE SHOW

We're exhibiting

Sunday 19th September 2027
12 noon to 3pm · Moray College UHI, Elgin

FREE TICKETS

moray
WEDDING SHOW

PROMOTE

Social media playbook

Exhibitors who post before the show get noticeably more stand visits. Tag @MorayWeddingShow and use #MorayWeddingShow so we can share your posts.

4 WEEKS · ANNOUNCE

Post your 'We're exhibiting' graphic with your stand number.
Tell people what they'll see on your stand.

2 WEEKS · A REASON TO VISIT

Announce a show-only offer or prize draw.
Share a behind-the-scenes reel of you prepping.
Add a countdown sticker to your Stories.

THIS WEEK · BE UNMISSABLE

Post your stand number.
Story from set-up on Sunday morning.
Pin the post to the top of your profiles.

SHOW DAY · POST LIVE

Morning: finished stand, 'doors open at 12'.
Midday: Stories of couples (with permission) and the catwalk.
Close: thank-you post.

WEEK AFTER · CONVERT

Share your best photos and tag couples and suppliers.
Follow up every lead within 48 hours.

HASHTAGS

#MorayWeddingShow #MorayWeddings #ElginWeddings #ScottishWedding
#MorayBride

ONLINE WEDDING DIRECTORY

Your directory profile

Your listing stays live for a full year and is the link couples click long after the show.

GET THE BASICS RIGHT

- Logo: square, high resolution, on a plain background.
- Business image: your strongest real-wedding photo, landscape, well lit, no watermarks.
- Description: what you do and where you cover, then what makes you different.
- Include your area — 'Moray, Speyside and Inverness' — so local searches find you.
- Check your website link and social handles are current.

MAKE IT CONVERT

- Give a price guide or 'packages from' figure.
- Name your ideal couple: intimate elopements, big barn weddings, kilted traditional days.
- Add social proof — an award, years in business, a one-line review.
- Mention your show offer so couples who missed you can still claim it.

FOLLOW UP

After the show

- Follow up every lead within 48 hours while they still remember your face.
- Sort enquiries by wedding date and prioritise the nearest bookings.
- Send one useful thing with your quote — a checklist, a timeline, a mood board.
- Post your show photos and tag couples, suppliers and the venue.
- Tell us how you got on — your feedback shapes the next show.

CONTACTS

DARREL PATERSON

Business Development & Events Manager
T: 01463 732 216 · M: 07807 788 077
darrel.paterson@hnmedia.co.uk

LOUISE WILLIAMS

Account Manager
louise.williams@hnmedia.co.uk

SEE YOU AT THE SHOW

The logo for the Moray Wedding Show. The word "moray" is written in a large, white, serif font. A small, four-pointed gold star is positioned above the letter 'a'. Below "moray", the words "WEDDING SHOW" are written in a smaller, white, sans-serif font. A white dot is placed at the end of the word "SHOW".

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