



EXHIBITOR TOOLKIT 2027

Your stand, *promoted*

Tips, timelines and templates to fill your diary
Sunday 28 February 2027 · 12 noon to 3pm
Eden Court Theatre & Cinema, Inverness

highland
WEDDING FAIR

WELCOME

Your stand is booked

The exhibitors who leave the Highland Wedding Fair with a full diary are rarely the ones with the biggest stand. They are the ones who told everybody they were coming. This toolkit gives you a simple promotion plan, ready-made content and the etiquette that turns a chat at your table into a booked wedding.

THE ESSENTIALS

DATE	Sunday 28 February 2027
TIME	12 noon – 3pm (set up from 8am, stands ready by 11am)
VENUE	Eden Court Theatre & Cinema, Inverness
ENTRY	Free for couples — they register online in advance
TAG US	@highlandweddingfair · #HighlandWeddingFair #HWF2027

WHAT YOUR STAND ALREADY INCLUDES

- 6ft x 2ft table with white tablecloth
- Social media shoutout across the Highland Wedding Fair channels
- 10,000 digital adverts on the Inverness Courier website, linking to your site
- Exhibitor listing in marketing promoted through the Inverness Courier
- A full year in the Online Wedding Directory

THREE THINGS TO DO THIS WEEK

- | | |
|-----------------|--|
| 1 ANNOUNCE IT | Post your 'We're exhibiting' graphic and pin it to the top of your profiles. |
| 2 PLAN AN OFFER | Decide on one show-only incentive worth booking on the day for. |
| 3 SET YOUR GOAL | Pick a number — enquiries, bookings or emails collected — and work towards it. |

PLAN

Your 8-week countdown

Spread your promotion out rather than posting once the week before. This rhythm takes about 20 minutes a week.

8 WEEKS · ANNOUNCE

Share the 'We're exhibiting' graphic.
Update your bio link to the free ticket page.

6 WEEKS · TEASE

Behind the scenes of what you're preparing.
A favourite real wedding you'll show on the day.

4 WEEKS · GIVE A REASON

Reveal your show-only offer.
Story poll: 'What are you still looking for?'

3 WEEKS · BE USEFUL

Post a planning tip in your specialism.
Share the fair's ticket link again.

2 WEEKS · SHOW YOUR FACE

Short video: who you are, where to find you.
Invite couples to book a slot at your table.

1 WEEK · REMIND

Countdown stories.
Share your stand number.

SHOW WEEK · GO LIVE

Set-up morning stories.
Post live from your stand at noon.

AFTER · FOLLOW UP

Thank-you post with photos.
Email every enquiry within 48 hours.

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 you send promotes your stand.



- Square 1080×1080 — Facebook and Instagram feed
- Portrait 1080×1350 — Instagram feed (best reach)
- Story 1080×1920 — Instagram and Facebook stories
- Email banner 600×150 — add it to your email signature and link it to the free ticket page

SOCIAL MEDIA

Posts that reach couples

INSTAGRAM

- Reels beat static posts — film 10 seconds of your set-up.
- Tag @highlandweddingfair and add the Inverness location.
- Put the ticket link in your bio and say so out loud.
- Use stories daily in show week: polls, countdowns, faces.

FACEBOOK

- Share to local wedding and Highland community groups.
- Post the fair's event to your page — events get shared.
- Reply to every comment; it keeps the post circulating.
- Boost one post to a 30-mile radius of Inverness for a few pounds.

TIKTOK

- 'Get ready with me for a wedding fair' performs well.
- Keep captions short and hook viewers in the first second.
- Trending audio plus your own footage beats stock every time.

EMAIL & WEBSITE

- One announcement email, one reminder the week before.
- Add a banner to your homepage with the date and venue.
- Put the email banner in your signature, linked to free tickets.

CONTENT

Captions to copy

Swap the brackets for your own details. Keep one clear call to action in every post.

ANNOUNCEMENT

We're exhibiting at the Highland Wedding Fair! Come and see us at Eden Court, Inverness on Sunday 28 February 2027, 12 noon – 3pm. We'll have [what you're bringing] and we'd love to meet you. Free tickets — link in bio.

SHOW-ONLY OFFER

Booking with us at the fair? Couples who book on the day get [your offer]. Only at the Highland Wedding Fair, Sunday 28 February, Eden Court. Say hello at stand [number].

USEFUL TIP

[Your top tip in one sentence.] It's the question we're asked most, and we'll be answering plenty more at the Highland Wedding Fair on 28 February. Free entry — register at the link in our bio.

MEET THE TEAM

Hello! We're [names] and we've been [what you do] in the Highlands for [x] years. Find us at the Highland Wedding Fair at Eden Court on Sunday 28 February — bring your questions.

FINAL REMINDER

Tomorrow! Doors open at 12 noon at Eden Court, Inverness. We're at stand [number] with [offer/display]. See you there.

THANK YOU

What a day. Thank you to everyone who visited us at the Highland Wedding Fair. If we spoke about your [date] wedding, check your inbox this week — and congratulations again.

HASHTAGS

#HighlandWeddingFair #HWF2027 #ScottishWedding #HighlandWedding
#InvernessWedding #EdenCourt #GettingMarried2027 #ScotlandWeddingSupplier
#HighlandBride

CONVERSION

Turning chats into bookings

OFFERS THAT MAKE COUPLES BOOK ON THE DAY

- Give a deadline: 'valid until midnight on show day' beats an open-ended discount.
- Add value rather than cutting price — an extra hour, an upgrade, a free consultation.
- Make it easy to say yes: take a small deposit by card or hold a date for 48 hours.
- Bundle with another exhibitor — photographer plus videographer, florist plus stylist.
- Print the offer on a card couples take away, with your QR code on it.

TALKING TO COUPLES AT YOUR STAND

- Stand up, step out from behind the table and smile before you speak.
- Open with a question, not a pitch: 'Have you set a date yet?'
- Listen for twice as long as you talk.
- Have something for their hands: a sample, an album, a tasting.
- Collect details properly — a QR code to a short form beats a paper list.
- Agree a next step before they walk away.
- Never criticise another supplier — the Highlands is a small place.
- Stay off your phone; a busy-looking stand attracts more people.

WELCOMING EVERYONE

Inclusive language

Every couple who walks through the door should feel the fair is for them. Small changes in wording make a real difference.

'BRIDE AND GROOM'	'The couple', 'you both', or their names
'HIS/HER SIDE'	'Your people' or 'your guests'
ASSUMING A DRESS	Ask 'what are you both wearing?'
'WHO'S THE BRIDE?'	'Who's getting married?'
'WIFE AND HUSBAND'	'Partners' or 'spouses' until they tell you

- Ask for pronouns naturally if you're unsure, and use them.
- Show a mix of couples on your stand and your social feed.
- Apologise briefly and move on if you get it wrong — don't make it a moment.

MAKE IT COUNT

Show day & after

ON THE DAY

- Arrive from 8am; stands must be finished and tidy by 11am.
- Post a set-up story and a 'we're open' story at noon — tag the fair so we can share it.
- Photograph your stand in good light before doors open; you'll use the photos all year.
- Keep a phone charger, business cards, a card reader and water behind the table.
- Walk the floor at a quiet moment and meet suppliers you'd happily recommend.

THE 48 HOURS THAT MATTER MOST

- Email every enquiry within two days, while they still remember your face.
- Personalise it: mention their date, venue or what you talked about.
- Post a thank-you with your best photos and tag couples who agreed to it.
- Follow the couples and suppliers you met — stay visible in their feed.
- Log what worked: which offer, question or post brought people to you.

NEED ANYTHING?

Your listing, stand details, graphics and ticket links all live on the Highland Wedding Fair website. If you'd like a bespoke graphic with your logo, just ask and we'll send one over.

SEE YOU AT THE SHOW

highland

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