

CENTRAL WASHINGTON WEDDING & EVENT EXPO

Something to Celebrate

2025

VENDOR NEWSLETTER

Volume 1 • November 2024



For most of us, busy season is in the rearview mirror, and we've had a chance to catch our breath before heading into the holidays (a mini busy season for some)!

This newsletter provides some quick links and important information you may need to finish up your registration, such as getting your ad submitted for the Central Washington Wedding & Event Magazine and kicking off your social media campaign to promote your attendance at the show.

AD SUBMISSION DEADLINES

For those vendors that have purchased advertising space in the print version of the Magazine, here is a link to the advertising specifications: [Ad Submission Guidelines 2025](#).

The ad submission deadline is January 3, 2025. If you have any questions or need assistance with ad design, please reach out to our graphic designer, Jennifer Buckalew with Twine + Vine at jennifer@twineandvineyakima.com.

Check out the 2024 Magazine online version for reference [HERE!](#)



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FACEBOOK VENDOR GROUP

To stay in the loop on the latest show details and announcements, make sure you have joined our Vendor Group here: [CW Wedding & Event Expo VENDORS 2025 | Facebook](#)

You can access vendor newsletters (past and present) and be informed quickly of any new information, or simply ask a question. You can also email us directly at info@beareventservices.com.



NEW FOR 2025

We are introducing several new elements for 2025, and one of them is a vendor networking hour. **All booths should be show-ready at 11AM on Sunday.** We have designated from 11AM to 12PM on Sunday (show day) to allow for vendors to walk the aisles, meet and network; as we have heard repeatedly that that is a valuable element of the show.

For most events, big or small, it takes a village. Building relationships with fellow industry professionals makes us all better at what we do. Many different professionals come together to support an event, be it planning, décor, catering, photography, floral, rentals, music – to name a few. When we are aware of the resources available in our region, we can improve the support we provide to our clients by providing recommendations and referrals to each other, benefiting us all!

We hope you will find this vendor networking hour helpful, and will look forward to your feedback on it in the post-event vendor survey.

VENDOR BEST PRACTICES

Upon acceptance of your registration, you should have received a PDF of “Vendor Best Practices”; this is our practical guide to high level recommendations for your vendor booth, promotion and more. If you did not receive it, you can access it here: [Vendor Best Practices](#)

GENERAL DETAILS:

- **Show Date:** Sunday, February 2nd, 2025
- **Location:** Yakima SunDome
- **Vendor Load-In*:** Saturday, Feb. 1st, 1 to 5PM & Sunday, Feb. 2nd, 7 to 11AM
- **Vendor Networking:** Sunday, 11AM to 12PM
- **Show Hours:** Sunday, 12 to 4PM
- **Vendor Tear-Down:** Sunday, 4 to 7 PM

***All booths should be show-ready at 11AM**

1. HAVE A PLAN
Before the event, clarify your goals and objectives for social exposure.
Consider the following questions:
• What are your overall objectives for the show?
• What message do you want to convey to attendees?
• Which social platforms yield the best ROI for your business?

2. UTILIZE SOCIAL MEDIA
• **Facebook, Instagram and more:** Create buzz around your exhibit by sharing sneak peeks, behind-the-scenes content, and announcements. Encourage attendees to follow your profiles and engage with your posts using event-specific hashtags.
• **Live Posting:** During the event, share real-time updates, photos, and highlights. Engage with attendees and influencers by tagging them in your posts.
• **Tag Us:** In order to increase exposure, be sure to tag the event in every post. @CWEVENTEXPO

3. ENGAGE ATTENDEES
• **Interactive Giveaways:** Host fun and interactive giveaways at your booth. Encourage attendees to participate by sharing their experiences on social media. For example, ask them to post a photo with your product using a specific hashtag for a chance to win.
• **Photo Opportunities:** Create eye-catching photo spots within your booth. Attendees love sharing unique and visually appealing content on social media.
• **Contests and Challenges:** Run social-media contests or challenges related to your brand or product. Offer prizes for the most creative or engaging entries.
• **Discounts:** Offer an incentive to book business at the show, such as a 10% discount on services.

4. POST-EVENT FOLLOW-UP
• **Thank You Posts:** After the event, express gratitude to attendees via email and social media. Remind them to consider your services for future orders.
• **Event Recap:** Share a recap of your experience at the show. Highlight key moments, successful interactions, and any exciting news or product launches.
Remember, consistency and authenticity are key. Engage with attendees genuinely and make your social media presence an extension of your brand experience. By implementing even a few of these suggestions, you are sure to yield improved results and get more return on your investment!

EXPO DO'S & DON'TS

DO keep music volume in your booth to a level that does not disturb your neighbors.
DO collect leads for follow-up. The show is no longer providing a list of attendees (due to vendor feedback); so you are responsible for your own data collection.
DO provide an informational take-away for attendees, even if it is just a business card.
DO put some effort into your booth layout/spacing in order to stand out. There are some AMAZING booths at this show, and you want to set yourself apart! (Sides on right)
DO be prepared to take orders on the attendee approach, etc.) Many attendees are ready to book vendors at the show.
DO have a person with a food handler's permit in your booth at all times, and proof of permit if you are providing food/drink samples. Samples must be 2 oz or less.

DON'T have any open flames in your booth. The ONLY exception is Sterno cups for warming food items.
DON'T bring in off-site food or beverages to the show. Food trucks and a coffee vendor will be onsite to meet your needs. Please support our vendors!
DON'T set helium balloons in your booth – they are not allowed in the SunDome.
DON'T bring weapons of any kind (knives, guns, etc.) into the SunDome.

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