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VENDOR PROSPECTUS



love + light

WEDDING FESTIVAL



love + light

AUSTRALIA'S MOST STYLISH REGIONAL WEDDING FAIR

May 23-24, 2020
Rutherglen, North East Victoria

Love + Light is a thriving annual event showcasing a carefully curated selection of the finest wedding suppliers from the North East Victoria region and surrounds.

FANCY JOINING THE PARTY?

You'll be in the very best of company. Fast cementing its place as the epicentre of the region's wedding industry, Love + Light attracts hundreds upon hundreds of brides from Victoria, the ACT and NSW planning a wedding day that says, 'This is us.'

The event also garners extensive media coverage across print, radio, digital and social media.

Join the line-up and have your business front-and-centre among our tribe of modern, style-conscious brides booking their weddings for 2020/2021.

*93% of visitors attending the Love + Light Festival aim
to work with at least one of the venues/vendors**

THIS ISN'T YOUR AVERAGE WEDDING FAIR

Our brides want a wedding that's not a replica of the 97 other weddings they've been to this year. They come to us because they want to create a day that's special beyond measure. Unexpected. Utterly bespoke.

A day that says, 'This is us'.

Trends show that brides are moving away from conventional one-size-fits-all weddings in favour of more bespoke ceremonies that are lovingly tailored. As such, we have created the ultimate platform for you to show each bride you meet how you can tailor your services just for her, to help create her dream wedding day.

No detail is spared, and our team go over, above + beyond to create a weekend wonderland for the modern bride. Love + Light Wedding Festival is for all the dreamers and daydream believers, an innovative activation whereby a carefully selected team of creative suppliers and style makers bring the weddings of couples' wildest whimsies to life.

Workshops, Open Days: Saturday, May 23
Wedding Festival Showcase, Fashion Event: Sunday, May 24

LOVE + LIGHT IS THE ULTIMATE PLATFORM FOR

Unparalleled Marketing Opportunities

Face-to-face marketing

Our brides know that building a great wedding team is all about incredible relationships. Because no matter how slick your website or flyer is, what really gets couples over the line is meeting someone they trust and connect with, who understands their vision and truly cares about making their special day just that.

Becoming a vendor at Love + Light allows you to meet potential clients face-to-face and develop a personal connection that no amount of shiny brochures, directory listings or Instagram posts will deliver. When it comes to marketing your product or service, building an emotive, tangible connection with your ideal brides is key – and this involves smell, sight, touch and sound. Let them taste your mouthwatering wedding cake, smell your gorgeous bouquets, handle your albums, experience your warm service and showcase first-hand why you're different from the 375 other cake makers/florists/venues they'll find on Google.

Elevate your portfolio

The brides we attract at Love + Light are typically very invested in planning a stunning, one-of-a-kind wedding day with a support team of the finest wedding suppliers around. Booking our attendees is an excellent means of up-levering your portfolio by partaking in weddings that go above and beyond the status quo.

Conduct market research

Many of our savvy vendors use the opportunity to partake in in-field market analysis. As a vendor, your presence allows you to conduct some free market research of your own among the brides, grooms and bridal parties you meet on the day. This is your chance to hear their stories, find out about exactly what they're looking for, keep on top of market trends and learn how to tailor your service for better conversions.

*68% of attendees are aged between 25 - 34 years**

PR Opportunities + Media Coverage

If you're looking to elevate your business in the wedding industry, aligning with the Love + Light brand might just be the perfect next step.

Media coverage

Love + Light attracts extensive media coverage across print, radio, digital and social media. Media coverage of Love + Light 2019 included the following platforms:

Luna + Honey	Polka Dot Bride	Border Mail	Border Café
Corowa Free Press	Wangaratta Chronicle	EDGE FM	GoLocal
Easy Weddings	Nouba		

Love + Light Wedding Festival 2020 features an extensive PR and marketing campaign to draw targeted ticket sales and promote vendors and events in the region.

PR opportunities

In addition to wider coverage of the L+L event in external media channels, each participating vendor receives:

Website listing 12-month feature on loveandlightweddingfairs.com.au	+100-word listing + up to 3 high res images PLUS + Website address + Address + Phone number + Seating capacity (if a venue)
Media kit listing Your business featured as an event participant in Love + Light's online media kit used for promotional opportunities.	Listing will be business name only on a document featuring all Love + Light participants.
Social media promotion Select participating vendors are eligible for promotion through our social media channels.	Opportunity to have your business featured on the official Love + Light Facebook and/or Instagram accounts.

Content Marketing Opportunities

Partaking in a large-scale event is also perfect opportunity to create newsworthy, engaging content for your community via your brand's own website, social media platforms and other communications channels, and harness this as part of your own marketing campaigns for 2020-21.

We also provide the following materials and assistance to our valued vendors, which may be leveraged for these purposes:

Tickets for giveaway	We provide four tickets to each participating vendor, which may be used to run promotional competitions among your community.
Love + Light Wedding Festival online communications kit	<p>A digital file containing everything you need to promote your involvement with Love + Light:</p> <ul style="list-style-type: none">+ Promotional imagery+ Written communications that you can personalise and send out to your audience+ Images optimised for social media+ Suggested social media posts+ Links to our website and social media accounts

Network + Collaborate

Love + Light is created by leading local wedding suppliers for local wedding suppliers – and as such, we have a strong focus on collaboration between vendors to help you build long-lasting, mutually beneficial business relationships.

Many of our vendors from previous years have gone on to collaborate after working together at Love + Light. As we focus on bespoke weddings with innovative vendors, it's highly likely you'll happen upon the perfect florist/photographer/bridal designer/venue to team up with for future business opportunities.

“We loved being able to collaborate with vendors from around the region and display our services and products whilst meeting potential customers.” – 2018 vendor

“I really enjoyed networking with some new vendors who are amazing! And the vibe was right – definitely the right type of brides.” – 2018 vendor

Our Why

Love + Light Wedding Festival was founded in 2018 by Festival Director Georgie James, a seasoned wedding photographer who wanted to support couples to create a day that says, 'This is us', whilst celebrating local businesses in the Rutherglen region.

After working with dozens upon dozens of beautiful couples documenting their wedding day memories, Georgie noticed that more and more couples are choosing to forgo traditional weddings in favour of personalised celebrations, so she sought to make the process easier by connecting these individuals with a selection of carefully curated wedding experts able to pull off epic bespoke ceremonies and receptions.

“When I started as a wedding photographer in the Rutherglen region, I assumed there would be plenty of resources to help couples find cool spaces and suppliers that would make planning their wedding day enjoyable,” says Georgie. *“I realised how difficult it was to find a local industry event that was inspiring and that would also generate business for vendors. Our region desperately needed a wedding industry event that showed off our incredible range of suppliers – so I decided to create one!”*

LOVE + LIGHT WEDDING FESTIVAL 2020

Australia's most stylish regional wedding fair

The Love + Light Wedding Festival offers your business an invaluable platform to be showcased as an innovative member of the wedding industry – and be seen by style-conscious brides who are actively looking to book vendors for 2020-21.

Becoming a vendor at Love + Light represents an unmissable opportunity to:

- + Meet your ideal client
- + Conduct in-field market research
- + Secure strong leads
- + Generate bookings
- + Network and develop collaboration opportunities for your business
- + Align your brand with creative innovators in the region

Be among thought leaders and creative wedding suppliers creating the kinds of weddings dreams are made of.

Love + Light offers an exceptional conversion rate, with data from previous years indicating 93% attendees will book services with vendors they've met at the event.

PRICING

Showcasing business have the option to sell their products and services. Be ready to talk to visitors and to take bookings on the day.

You may wish to create your own unique showcase, get in touch today to discuss your desired requirements. Discounts can be negotiated for super creative ideas, generous sampling offers for guests and interactive workshops.

All prices include GST.

10% early bird discount available if you book and pay before Wednesday January 22nd 2020.

Clear space (no walls).

PRICES			
6 x 3m	\$850	1 x 1m	\$225
3 x 3m	\$595	+ Power	\$20
2 x 2m	\$495	+ Database	\$75
Outdoor Terrace - clear space Perfect for vehicles, food trucks + trailers, outdoor games, open marquees and structures, glamping. Discounts offered for numerous vehicles and larger marquee spaces. Limited power so we advise BYO generators.			\$225

Categories

+ Accommodation	+ Celebrant	+ Jeweller	+ Runway
+ Artist	+ Ceremony	+ Marquee	+ Stationery
+ Barber	+ Dresses	+ Menswear	+ Stylist/planner
+ Beverages	+ Florist	+ Millinery	+ Venue
+ Cakes/sweet things	+ Furniture hire	+ Music	+ Videographer
+ Cars	+ Glamping	+ Photo booth	
+ Caterer	+ HMU/Beauty	+ Photographer	

Numbers are limited in each category and will be accepted on a first-come first-served basis.

You will be notified via email if your EOI has been accepted - site bookings must then be made via our online vendor booking portal (a link will be included in the email). All sites will be allocated upon receipt of required payment and Public Liability Insurance certificate. Confirmation of bookings and other correspondence will be via your registered email address.

KEY DATES

Registrations open	December 2019
Comms kit	February 2020
Tickets on sale	February 2020
Registrations close + final payment due	April 2020
Post event evaluation	June 2020

How to Apply

Be part of Australia's most stylish regional wedding fair! [Please register your interest online](#)

Contact us

Georgie James

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loveandlightweddingfairs.com.au



A Note from our Director + Founder

"Thanks so much for showing interest in being part of Love + Light Wedding Festival 2020. I know that you're selective with your marketing budget and I'm so grateful that you're interested in Love + Light.

Last year's festival was another huge success and the feedback from visitors, vendors and venues has been overwhelmingly supportive.

We're proud to be the first festival to have brought such an innovative concept to Rutherglen. Our Love + Light team are ready to make 2020 another stand-out event and we'd be thrilled to have you to join the party!

Georgie

Director | Love + Light Wedding Festival