Indie I Do

vancouver's alternative WEDDING SHOW

January 25, 2014 Heritage Hall

vendor information package

wed YOUR way * vancouver's original alternative wedding show

Indie I Do

Indie I Do - the show everyone is talking about

Join us for year 6 of the sassiest little wedding show in town! The perfect mix of DIY, local, and independent vendors makes our show the must-go event for couples seeking a wedding with unique, personal style.

Indie I Do is the alternative to the cookie cutter wedding where one size does not fit all. The first show of its kind in Canada, Indie I Do provides a fresh perspective in an industry dominated by commercial, impersonal products and services and provides couples with the opportunity to think outside the box.

While the show naturally attracts couples looking at completely non-traditional weddings, many of our attendees are holding more traditional events and are looking for unique touches and alternatives that they can incorporate.

Sounding like a good fit? We'd love to have you. Read on for more about our show!

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Who's Coming in the Door?

With an average of 550 - 700 guests to the show each year, it's a busy day of visiting and talking to wedding couples! Here's a glimpse into our attendees:

- Urban professional Vancouverites 25 - 35
- Super laid back, not looking for a "princess wedding"
- Value conscious, but willing to spend for what they love
- Partial to handmade and local products and services
- Personal relationships resonate
- Likely to have a DIY component to their weddings
- More likely to be a same sex couple, or planning a less traditional wedding

Vendor Benefits

Be a part of the Indie Wedding Revolution! Wedding shows are the number one place for couples to source, research, and meet face to face with product and service vendors.

- The show is promoted widely via social media channels, an extensive poster and postcard campaign, and via traditional media outlets. Past shows have seen national press and media attention including the Globe and Mail, CBC Radio, Shaw TV, the Georgia Straight, and more combined with countless blogs and online postings for an average attendance of 550-700.
- Vendors are further supported through our swag bag program, ensuring additional touch points to the clients through the door
- The opportunity for every vendor to participate by putting on performances or fashion showcases during the show
- Complimentary tickets are provided for you to invite clients and other contacts to the event
- The show provides the perfect chance to network with other like minded vendors and to meet potential clients!

Vendor Team Involvement

As a show focused on individual relationships and reaching a down-to-earth audience, our show success relies heavily on our vendor team for our continued success.

Costly traditional media is less effective for our target client, and with table rates at up to a third the cost of comparable events we rely on a team approach to marketing in exchange for a more economical show. As members of the industry, you're already seeing and meeting with engaged couples all the time - who better to get to our show than those you've already been talking with?! They've already met you, but not our other vendors. If every exhibitor brings in even 5 couples we have an automatic guestlist of over 300!

Our vendors are asked to:

- Promote the show via your social media channels: your blog, facebook, and twitter followers are our target
- Reach out to existing clients and recent inquiries directly to invite them to the show
- Get the postcards and free passes we provide into the hands of your clients and contacts!

Show Logistics

Load In & Load Out

Setup begins Friday, January 24th from 7-9pm, continuing the morning of the show from 9-11am. Load out begins after the doors have closed at 5pm.

Performance & Fashion Show Program

Vendors are invited to sign up for up to three 15 minute spots (as space allows) in our performance schedule. Instead of a set stage and sit down show, these events happen in an open area on the show floor among our attendees and can include performances (in the past we've had burlesque and bellydance shows, and even a 2 minute bee-hive hairdo showcase!) or fashion showcases. Outfits, models, and other logistics are up to our vendors and you're welcome to share space. A microphone for your own announcements and the ability to play music is available.

Swag Bags

Swag bags are given out to the first 70 purchasers & first 30 couples through the door. Vendors are asked to contribute a minimum of 30 items of tangible goodies for inclusion in our 100 bags. Coupons, gift certificates, and promo cards are not swag on their own, but can be part of your submission. Customers walk away with a bag full of goodies and another touch point to your business. Past examples include candy rings from ring designers, emergency bobby pins from our hair and makeup teams, cookies and flowers from catering and floral vendors, and even sample wedding favours. It need not break the bank, but have fun with it! Get in touch if you're in a creative bind - we have lots of ideas!

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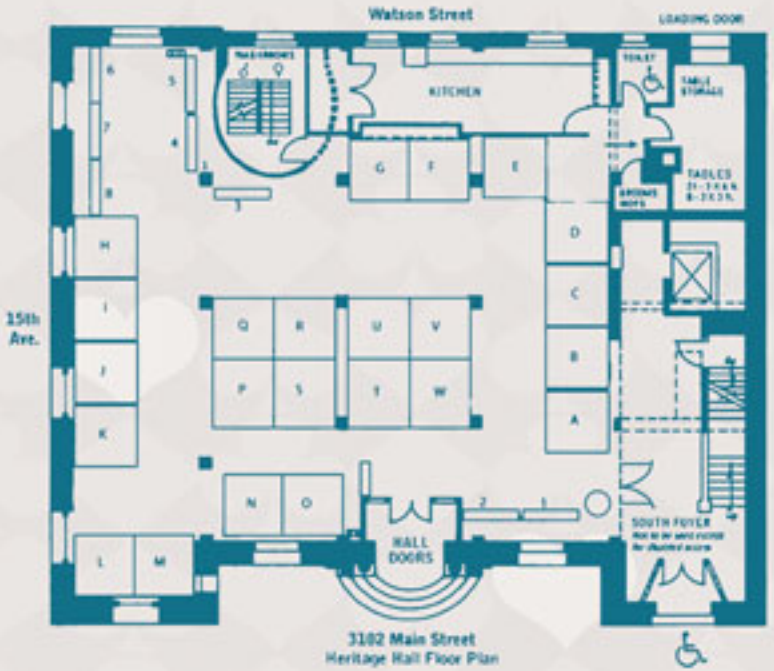
I'm in! What's next?

Space in the show is reserved via our online application system and a deposit towards this year's show. For current rates and booking details, along with availability information for your category, contact us at info@indieido.com with the following info: Company name, phone number, email and web links along with a description of your product/service & why you think you're a good fit for the show.

Indie I Do is a joint production between Vancouver based lotus events, a wedding and event management company, and Blue Olive Photography, a boutique photography studio. With years of experience and strong relationships in the Vancouver wedding market, we believe in bringing together independent artists and small business people with down to earth, like-minded consumers.



Get in touch: http://www.indieido.com

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