Today's Bride®
WEDDING SHOW

January 23-24, 2027
I-X Center, Cleveland
Saturday Hours: 11AM - 5PM
Sunday Hours: 10AM - 4PM



PRE-SHOW PREP

12 weeks before the show:

- ☐ Download the Exhibitor Manual to prepare and track deadlines **TodaysBride.com/Pros/January**
- ☐ Set Goals for the Show
  - Number of appointments
  - Testing a new product
  - Taking deposits
  - Signing contracts
- ☐ Plan your booth design
  - Layout • Decor • Flooring
  - Banners • Signage • Electric Access
- ☐ Order marketing materials: flyers, promo items, samples, show special to offer, literature for brides Pink "Stuff-It" Bags (if contracted)

6-4 weeks before the show:

- ☐ Join us for a one hour guided tour of the I-X Center on **December 9, 2026 at 1PM**
- ☐ Stuff-it Bag Materials delivered to Today's Bride by **December 11, 2026**

  Our address is **3550 Ridgewood Road, Fairlawn, OH 44333**
- ☐ Order any extra rentals from a decorator, rental company, or venue
- ☐ Prepare a way to collect hot leads at the show (guest book, paper, or electronic forms)
- ☐ Pre-promote your presence at the show: share on social media, website, emails, voicemail & more
- ☐ Post online banner images promoting your booth and/or show special. Banners are located on the Exhibitor Manual website: **TodaysBride.com/Pros/January**

3 weeks before the show:

- ☐ Proof your online listing on TodaysBride.com
- ☐ Audit your design & branding on your website and social media

2 weeks before the show:

- ☐ Submit your Sign & Nametag Credentials Form by **January 8, 2027**
- ☐ Submit your Show Special to post on TodaysBride.com
- ☐ Create a packing list of what to bring to the show (see right)
- ☐ Schedule & train your staff on booth etiquette, rules, the sales process, and show specials
- ☐ Plan parking and lunch options for your staff
- ☐ Prepare lead collection forms and the follow-up process (timing of phone calls, emails, direct mail, show special deadlines)
- ☐ Review the Exhibitor List online to strategize your networking

POST-SHOW PREP

After the show:

- ☐ Follow up on your hot leads from the show immediately
- ☐ Download the registered attendee list once alerted that it's available
- ☐ Continue working the leads throughout the attendees' engagement
- ☐ Renew the next show date to keep your online listing active

PACKING LIST

- ♥ Electrical Cords & Surge Protector
- ♥ Mobile Device Chargers
- ♥ Sales Literature
- ♥ Business Cards
- ♥ Appointment Book
- ♥ Clipboards
- ♥ Booth Design Layout
- ♥ Dolly or Transporting Devices (Suitcase or Wagon)
- ♥ Masking Tape, Scotch Tape, Shipping Tape
- ♥ Scissors, Stapler, Safety Pins, Straight Pins
- ♥ Portable Vacuum/Steamer
- ♥ Pens, Sharpie Marker
- ♥ Trash Bags
- ♥ Aspirin, Band-Aids, Second Pair of Shoes
- ♥ Hand Sanitizer
- ♥ Lead Collection Forms (or laptop/tablet)
- ♥ Breath Mints
- ♥ Good Selling Plan & Attitude