



Wed Talk© Wedding Conference and Vendor Experience  
**VENDOR INFORMATION PACKET**

Thank you for your interest in Wed Talk© Wedding Conference and Vendor Experience, taking place online March 5 – 6, 2021. We are elated to welcome engaged couples from around the Triad and North Carolina to engage in educational opportunities and the interactive vendor fair. Through these one-of-a-kind experiences, we will create an environment for attendees to actively collaborate with vendors in a way that contributes to future bookings.

This year's inaugural event will take place virtually due to the COVID-19 pandemic. Despite the restrictions of gathering in person, hosting this event online increases our opportunity to reach engaged couples and industry professionals all over the state of North Carolina, in a safe, online environment. The event will be accessible to Wed Talk© event attendees virtually via [Hopin](#). Hopin, a web-based conference platform, utilizes virtual event technology allowing for main stage presentations, special interest sessions, networking, and expo booths; with live vendor/client interaction. Presentations and performances will stream live from professional sound stages in Greensboro and High Point.

Wed Talk© believes in the mindset that 'We can accomplish more together!'

**Six great reasons to join Wed Talk© as a vendor:**

1. Couples are still getting engaged, and they are looking for vendors like you!
2. Affordable packages with online exposure.
3. A fresh idea, with unique opportunities, and a fun new way to showcase your business.
4. A safe virtual option to sell your brand. *No crowds, no physical audience.*
5. Discounted admission to the Pivot: Professional Development Seminar on March 5, 2021.
6. This a concept that works, because we share the same goal . . . reach new clients in 2021.

We invite your business to participate as a vendor. Please review the attached vendor opportunities and thank you in advance for your consideration.

*Registration Period: January 25 – March 1, 2021*

REGISTER NOW @ <https://sharpepursuitsinc.wufoo.com/forms/wed-talk-vendor-registration>

Please do not hesitate to contact the Wed Talk© Planning Office for assistance.

Sincerely,

**The Wed Talk© Planning Team**

phone: (336) 273-5575

email: [vendors@wedtalknc.com](mailto:vendors@wedtalknc.com)

website: [www.wedtalknc.com](http://www.wedtalknc.com)



## TABLE OF OPPORTUNITIES

Page 2      Conference Agenda

Page 3      Meet our Sponsors, Small Business Experts, and Industry Speakers!

Page 5      Virtual Expo Booth Package Information

Page 6      Optional Add-ons – *Tech, Cash back and Education!*

- Physical Booth Locations with Tech Package
- The Big Mouth Payback
- Pivot: Industry Professional Development Seminar

Page 8-10    Optional Add-ons – *Highlight your business!*

- Virtual Venue Tours
- Taste of the Triad – Sample Bag
- Good Vibes! Entertainment Showcase
- ‘The Look’ Fashion Show
- Planner One-on-Ones’
- Design to Shine Décor Set-up
- Special Interest Workshop Series

Page 11     Big Day Giveaway Prize Entry

Page 11     Vendor Reminders

## CONFERENCE AGENDA

March 5 <sup>th</sup>	9:00am – 5:00pm	Pivot: Professional Development Seminar
March 6 <sup>th</sup>	8:30am – 4:00pm	Engaged! Couples Master Class
	9:00am – 4:00pm	Virtual Venue Tours
	11:00am – 2:00pm	Taste of the Triad – Sample Bag Distribution
	12:00pm – 1:30pm	Good Vibes! Entertainment Showcase
	4:30pm – 5:00pm	‘The Look’ Fashion Show
	5:00pm – 7:30pm	Interactive Vendor Fair
	5:00pm – 7:00pm	Special Interest Workshop Series
	5:30pm – 6:30pm	Planner One-on-Ones’
	7:00pm	Big Day Giveaway!

### *Post Event - Online Conference Replay*

All event recordings and vendor information available to attendees for 7 days.

## MEET OUR SPONSORS!

Thank you to our sponsors for supporting the WED Talk© Mission and helping to create a quality experience for everyone involved!

### GOLD LEVEL SPONSORS



### SILVER SPONSOR



### FRIENDS OF WED© TALK



## MEET OUR SMALL BUSINESS EXPERTS!

### **Pivot: Professional Development Seminar – March 5, 2021**

*FREE to all Wed Talk© Vendors!*

2020 was tough on the Wedding Industry. It's time to recalibrate and strengthen your market position. Join us for three days of new unique opportunities that will develop your business, highlight your services, and provide the opportunity to meet with engaged couples face-to-face in our virtual environment. Let's get through this TOGETHER! Learn more and request a vendor packet at [www.wedtalknc.com](http://www.wedtalknc.com).



## MEET OUR INDUSTRY SPEAKERS!

### Engaged! Couples Master Class – March 6, 2021

*And so, the adventure begins...*

A full-day live Wedding consultation guided by local Wedding Planners that play a vital role in the execution of weddings all over North Carolina. Engaged attendees will receive guidance on core principles to consider when planning a wedding. Couples will actively participate in presentations, while utilizing worksheets included in the provided conference guide.

*\*Streaming live from the Wed Talk© Sound Stage in Greensboro, NC.*



**Veronica Foster**  
Behind the Scenes, Inc.



**Shericca Bittle**  
Epic Event Planning



**Amanda Garner**  
Amanda K Events and Design



**Crystal Brisbon**  
Distinction Events and Design



**Jennifer Ball**  
Knot Your Average Events



**Tonya Miller**  
Blueprints Wedding and  
Event Coordination

## **VIRTUAL EXPO BOOTH - \$99**

Interactive Vendor Fair on March 6, 2021 from 5:00pm – 7:30pm

The Interactive Vendor Fair features virtual expo booths designed to provide attendees with a safe online environment to meet your business and learn more about your services!

Includes:

- Multi-category listing
- Self-serve online expo booth set-up. *Instructions provided.*
- Varying size booth listing based on package.
- Live video and online chat feature (vendors can speak directly with attendees)
- Document Sharing and Video Presentation space
- Website link and special offers posting.
- Attendees can directly ‘register interest’ with a vendor and the event system will automatically send client contact information to the vendor via email, for post event follow-up.
- The Virtual expo is searchable by category and key words, so clients can find the vendors they need quickly.
- Post event data report with attendee information (both registered interest and general attendees).

*Details to consider before booking:*

- Vendors will receive an email, on February 16, 2021 containing a link to set-up the virtual expo booth. Vendors may work on their booth set-up at any time from February 16<sup>th</sup> - March 5<sup>th</sup>. A set-up guide will be provided to assist. Event Staff will also be available Monday – Friday during business hours to assist with any question’s vendors may have regarding the expo software.
- To provide the best possible outcome, we strongly recommend that all vendors have staff available to video chat with event attendees during the Interactive Vendor Fair on Saturday, March 6<sup>th</sup> from 5:00pm – 7:30pm.

***Take your vending experience one step further with our Optional Add-ons!***

Opportunities include:

- Physical Booth w/ Tech Package
- The Big Mouth Payback
- Pivot: Industry Professional Development Seminar
- Spotlight Packages
- Special Interest Workshop Series

Keep reading to view details related to add-on opportunities.

## OPTIONAL ADD-ONS': PART 1

*\*Available to all vendor types.*

All add-on packages (part 1 & 2) are available to all registered expo booth vendors. The pricing noted next to each option is in addition to the \$99 virtual expo booth fee.

<p><b>Physical Booth only</b> <b>\$250</b></p> <p><b>Physical Booth w/ Tech Package</b> <b>\$750</b></p> <p><i>Set-up Date:</i> March 6, 2021</p> <p><i>Vendor Fair Date:</i> March 7, 2021 12:00pm – 6:00pm</p>	<p>Location: The Loft Congdon Yards in High Point, NC. <i>Vendors only, no customer traffic.</i></p> <p>Physical Booth includes:</p> <ul style="list-style-type: none"> <li>• (1) 10' x 10' booth area</li> <li>• Resources: (1) 8' x 10' backdrop, (1) 8ft table, and (2) chairs.</li> </ul> <p>Booth Tech package includes:</p> <ul style="list-style-type: none"> <li>• Video/Internet Package to connect to Hopin Event platform</li> <li>• Headset to speak privately with guests.</li> <li>• Audio/Visual Technician on-site for set-up and event.</li> </ul> <p><i>Note: Vendors will be responsible for their own booth set-up, signage and decorations. Masks will be required unless you are live on camera, and social distancing guidelines will be followed. Booths will be spaced 10' apart, to allow for safe entrance and exit of each space.</i></p>
<p><b>The Big Mouth Payback</b> <b>Free to join.</b></p>	<p>At Wed Talk©, we believe in working together to achieve our collective goals. We invite you to help us spread the word and join the Big Mouth Payback!</p> <ul style="list-style-type: none"> <li>• Vendors will receive a promotional graphic and a unique URL, attached to your expo registration. The graphic and URL can be shared via social media or email with your online audience.</li> <li>• When attendees register using the unique URL, <u>you</u> will receive a cashback incentive of \$5 per registrant. <i>(i.e., 10 registrants = \$50 payment back to the vendor)</i></li> <li>• A registration report and lump sum settlement check will be distributed to each participant, the week of March 8, 2021.</li> </ul>
<p><b>Pivot: Professional Development Seminar</b> <b>FREE</b></p> <p>Friday, March 5<sup>th</sup> 9:00am – 5:00pm</p>	<p>A professional development seminar created specifically for small business owners to improve and grow their business. Pivot will feature virtual business education sessions, presented by local experts that specialize in business coaching, marketing, finance and more. This is a great way to round out your Wed Talk© weekend and put your business first.</p> <p>A \$59 savings! Visit <a href="http://wedtalknc.com">wedtalknc.com</a> to view topics and speakers.</p>



<p><b>Special Interest Workshop</b>  <b>\$149</b></p> <p>Open to all vendor types.</p> <p>Live Sessions on March 6<sup>th</sup> 5pm – 7pm.</p>	<p>Create your own Special Interest or ‘How-to’ Workshop, and present live from the Wed Talk© Breakout Sessions! Couples will have the opportunity to watch content created by local vendors and learn more about an assortment of topics.</p> <p><i>Details to consider before booking:</i></p> <ul style="list-style-type: none"> <li>• A meeting will be held with each vendor in February to discuss the details of the workshop.</li> <li>• Workshop Segments will have a maximum length of 30 minutes.</li> <li>• Segments will be streamed live from the presenter’s home or office location at an agreed upon time.</li> <li>• Limited presentation space will be available from The Loft Congdon Yards. Inquire at time of registration for more details.</li> <li>• Vendors are responsible for the items/materials required to complete the workshop series.</li> <li>• A short description of the workshop along with a vendor mention (name/logo/website) will be included in the Wed Talk© Conference Guide.</li> <li>• All recordings will be streamed live during the Wed Talk© Interactive Vendor Fair Saturday, March 6, 2021 from 5:00pm – 7:30pm, and will be recorded. Recordings will be available to Full Conference ticket holders online for 7 days after the event.</li> </ul>
--	--

## OPTIONAL ADD-ONS': PART 2 SPOTLIGHT & WORKSHOP PACKAGES

*\*Designed for specific vendor categories, unless otherwise noted.*

On Saturday March 6<sup>th</sup>, our engaged attendees will be learning about best practices for planning their upcoming wedding in the Engaged! Couples Master Class. Throughout this full day workshop, they will have a chance to interactively engage with industry professionals during our Vendor Spotlight activities.

**Each package has a limited number of slots available and will be filled on a first-come first-serve basis.** We encourage you to take your vending experience one step further and showcase your brand in a new and unique way!

*Note: Participating vendors will be highlighted in the attendee conference guide next to each spotlight activity or workshop series listing.*

<p><b>Virtual Venue Tours</b> <b>FREE</b></p> <p><i>For:</i> - Venues - Videographers</p> <p><i>Activity Time:</i> 9:00am – 7:30pm</p>	<p>On-Demand, virtual behind-the-scenes tours of local venues, filmed and edited by local videographers. Available in the session rooms during the Master Class for couples to tour at their leisure.</p> <p><i>Details to consider before booking:</i></p> <ul style="list-style-type: none"> <li>• Venues may opt to record their own tours for posting.</li> <li>• Wed Talk© will match videographers with venues/accommodations as registration progresses.</li> <li>• Videographers and Venues will be responsible for coordinating a filming schedule and work together during the editing process.</li> <li>• Final (edited) video files are due by March 3<sup>rd</sup>.</li> <li>• All recordings will be available to Full Conference ticket holders online for 7 days after the event.</li> <li>• Venues will have access to the edited video to use in future promotions.</li> <li>• Videographers will be offered a free expo booth as a service trade for filming a venue tour for a venue.</li> </ul>
<p><b>Planner One-on-Ones'</b> <b>FREE</b></p> <p><i>For:</i> Wedding Planners</p> <p><i>Activity Time:</i> 5:30pm – 6:30pm</p>	<p>Write the perfect sales pitch and share with engaged couples what you have to offer in this virtual face-to-face, speed networking activity. A great way to find a match for a 2021-2022 Wedding!</p> <p><i>Details to consider before booking:</i></p> <ul style="list-style-type: none"> <li>• Availability during the activity date and time is required.</li> <li>• All communication will be via video chat in the networking area of the conference platform.</li> <li>• Each session with a potential couple is 10-minutes long max.</li> <li>• While networking, you will be able to exchange profile information with attendees instantly.</li> </ul>

<p><b>Taste of the Triad Sample Bag</b> <b>FREE</b></p> <p><i>For:</i></p> <ul style="list-style-type: none"> <li>- Caterers</li> <li>- Bakeries</li> <li>- Dessert Companies</li> <li>- Beverage Distributors</li> </ul> <p><i>Activity Time:</i> Saturday, March 6<sup>th</sup> 11:00am – 2:00pm.</p>	<p>Get your Wedding Show style samples delivered right to the doorstep of engaged attendees, with same-day delivery service to the 1<sup>st</sup> 200 couples within 25 miles of 27407.</p> <p><i>Details to consider before booking:</i></p> <ul style="list-style-type: none"> <li>• A meeting will be held with each vendor in February to discuss the menu.</li> <li>• Each vendor will be responsible for up to 200 servings of their tasting sample. Keep in mind that 200 servings reference 200 couples (or 400 people). The size and menu of the tasting sample is at the vendor’s discretion. The total number of servings required will be confirmed on February 26, 2021.</li> <li>• All vendors will be required to provide packaging for their tasting items.</li> <li>• It is highly recommended that packaging includes the vendors name and logo.</li> <li>• Each vendor is responsible for all fees associated with food/beverage and packaging.</li> <li>• Delivery to the Wed Talk© distribution point will be based on the type of food and the temperature control requirements ahead of final delivery to conference participants.</li> <li>• Wed Talk© will pack all tasting samples in to one bag and provide delivery services to conference participants via a third-party delivery company.</li> <li>• Wed Talk© will film a 2 – 3-minute tasting overview on Tuesday, March 2<sup>nd</sup> in High Point, NC that will stream during the lunch break as attendees receive and enjoy their samples.</li> </ul>
<p><b>Good Vibes! Entertainment Showcase</b> <b>FREE</b></p> <p><i>For:</i></p> <ul style="list-style-type: none"> <li>- Disc Jockeys</li> <li>- Bands</li> <li>- Musical Acts</li> <li>- Entertainers</li> </ul> <p><i>Activity Time:</i> 12:00pm – 1:30pm</p>	<p>Share your talent with our Nearlyweds! Streaming from all over NC, couples with have a chance to hear the area’s premier disc jockeys, musical acts and wedding day entertainment.</p> <p><i>Details to consider before booking:</i></p> <ul style="list-style-type: none"> <li>• All participating vendors will perform from The Loft Congdon Yards in High Point, NC on Saturday March 6<sup>th</sup>.</li> <li>• Arrival time for set-up and sound check will be coordinated during the month of February.</li> <li>• Wed Talk© will provide video, audio, lighting, and live stream services for each performance.</li> <li>• Each performance will last 15 minutes and will be streamed online (2 at a time, simultaneously). Attendees can toggle between performances to view at their leisure.</li> <li>• Vendors must provide their own backline equipment.</li> </ul>

<p><b>‘The Look’ Fashion Show</b> <b>FREE</b></p> <p><i>For:</i></p> <ul style="list-style-type: none"> <li>- Bridal Gowns</li> <li>- Men’s Wear</li> <li>- Hair Stylists</li> <li>- Make-up Artists</li> <li>- Photographers</li> <li>- Transportation</li> </ul> <p><i>Activity Date:</i> Filming the week of Feb. 23rd</p> <p><i>Streaming Date:</i> Saturday, March 6<sup>th</sup> 4:30pm</p>	<p>Share this season’s latest ‘look’ in wedding fashion, in a high energy preview of bridal, men’s wear, hair and make-up. All looks will be captured by local photographers and provided to customers in printed form to review before and after the live streamed fashion show.</p> <p><i>Details to consider before booking:</i></p> <ul style="list-style-type: none"> <li>• <b>The fashion show will be pre-recorded and filmed on location in High Point, NC on February 23<sup>rd</sup>.</b> Specific scheduling of each vendor’s showcase will be communicated by February 10<sup>th</sup>. <i>All COVID-19 mandates will be followed.</i></li> <li>• Prior to filming, vendors will be divided into teams and will have the opportunity to collaborate on the overall look of each show segment. i.e., Hair &amp; Make-up will have a chance to communicate with the bridal shops and men’s wear companies to coordinate.</li> <li>• Apparel vendors must provide 2 ‘looks’ and their 2 models. All fittings should be completed prior to the day of the filming.</li> <li>• All vendors will be required to attend as scheduled. Dressing rooms and space for hair and make-up will be provided.</li> <li>• Transportation companies will participate in the photography sessions with the models.</li> <li>• Photographers will take still photographs of each look for printing in the conference guide distributed to attendees.</li> <li>• The fashion show will stream during the conference on March 6<sup>th</sup> for full conference ticket attendees.</li> </ul>
<p><b>Design to Shine Décor Set-up</b> <b>FREE</b></p> <p><i>For:</i></p> <ul style="list-style-type: none"> <li>- Florists</li> <li>- Event Designers</li> <li>- Party Rental Companies</li> </ul> <p><i>Activity Date/Time:</i> To be determined Based on selected set design.</p>	<p>Decorate one of the Wed Talk Sound Stages in Greensboro, NC or High Point, NC. Couples will have a chance to see your artistic expression, quality rentals and/or vibrant floral displays as they watch presentations and workshops throughout the weekend.</p> <p><i>Details to consider before booking:</i></p> <ul style="list-style-type: none"> <li>• There will be nine (9) sets Wed Talk© Conference sets to choose from.</li> <li>• A meeting will be held with each vendor in February to discuss the details of the design to determine where and when the décor feature will take place on the agenda. Specific day and time for set-up will be determined during this meeting.</li> <li>• All floral and rental displays will be coordinated with the Wed Talk© design team.</li> <li>• Each vendor is responsible for all fees associated with their contribution to the final design.</li> </ul>

<p><b>Big Day Giveaway Prize Entry</b> <b>No Cost.</b></p> <p>Open to all vendor types.</p> <p><i>Live Stream Giveaway Date</i> March 6<sup>th</sup></p>	<p>Enter a prize in the live stream 'Big Day Giveaway!'</p> <p><i>Details to consider before booking:</i></p> <ul style="list-style-type: none"> <li>• \$100 minimum value for each giveaway item.</li> <li>• Giveaway items must be delivered to Sharpe Pursuits, Inc. in tangible or certificate form by March 1, 2021.</li> <li>• Giveaway submission will be distributed via a public drawing during the Vendor Fair on Saturday, March 6, 2021.</li> </ul>
--	---

## VENDOR REMINDERS

A few things to note before joining the Wed Talk© Vendor Community.

- Registration fees are non-refundable.
- This is a virtual event. All pre-recorded workshops and live presentations and performances will be streamed to attendees via an online conference platform.
- It is recommended that all vendors have staff available to video chat with event attendees during the Interactive Vendor Fair on Saturday, March 6<sup>th</sup> from 5:00pm – 7:30pm.
- Vendor applications will be time and date stamped and processed in the order received.
- Both application and full payment of vendor fees must be received by March 1, 2021 to reserve a listing and have access to the event software to set-up the virtual expo booth.
- A link to access booth set-up will be distributed by email starting February 16, 2021.
- Sharpe Pursuits, Inc. reserves the right to assign categories, modify procedure and/or implement policy in the best interests of the event.
- All Vendors purchasing a Spotlight package, Workshop Series or upgrade to a Sponsor Package will be listed in the conference guide and will receive additional mention on [www.wedtalknc.com](http://www.wedtalknc.com).
- All expo booths will be monitored to ensure vendors are selling items according to the application submitted. Vendors found in violation will be removed from the event.
- All vendors will be provided ticket holder contact information after the event.  
\* *Note: attendees will be given the option to 'opt out' of sharing their data.*

Sharpe Pursuits, Inc. (Wed Talk© Host) reserves the right to deny applications based on the sales content. A signed 'Vendor Acknowledgement and Release Form' will be required upon acceptance of your application. This form will be emailed with your vending confirmation.

## QUESTIONS?

If you have any questions, feel free to contact the Conference Coordinator, Shayla Sharpe at (336) 273-5575 or [vendors@wedtalknc.com](mailto:vendors@wedtalknc.com). We look forward to seeing you during The Wed Talk© Wedding Conference and Vendor Experience!