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## SVS Bridal Show Tips by Esther Bengio

Today I will be discussing with you tips when and why to attend a Bridal Show. Bridal Shows in general offer useful tools, provide advice to the inexperienced brides-to-be, you get to see a huge selection of local vendors in the wedding industry, and get to meet the vendors personally!

At bridal shows you get to compare with many professionals at one time since these shows offer everything under one roof! You can converse with professionals, collect literature, samples, take in the scents of floral arrangements, listen to DJs, and classical musicians. Let me not forget to mention that, they offer live fashion shows! Were you can see the finest gowns, what's in and what is out! And, there are tons of prizes!

Know this; a great Bridal Show should have local businesses and/or professionals in the following industry:

- Accessories
- Bakeries
- Banking
- Beauty & Skin Care
- Bridal Gowns/Wedding Dresses
- Bridesmaid Dresses
- Wedding Cakes
- Catering
- Ceremony Locations
- Cosmetic Surgery & Dentistry
- Cruises
- Dance Lessons
- DJs
- Entertainment
- Favors
- Financial Services
- Florists
- Guest Accommodations
- Health Club & Spa
- Hotel/Reception Sites
- Insurance
- Jewelry and Wedding Rings
- Honeymoons
- House and Home
- Invitations
- Music
- Officiants
- Party Rentals
- Photography
- Real Estate
- Reception Locations
- Rehearsal Dinner
- Resorts
- Transportation
- Travel
- Tuxedos
- Videography
- Wedding Coordinators
- Wedding Gift Registry

Here are tips of what you should do, expect and know:

- When attending the shows it is best to allow enough time to talk with the exhibitors.
- Have questions ready.
- Bring a pen and paper for notes.
- Dress casually and wear comfortable walking shoes.
- Attending a bridal show is definitely a timesaving activity.
- Pre-print address labels with your name, address, phone number, wedding date AND email. This will save you time from writing this information over and over! B
- Set up a separate email account for bridal shows and wedding emails. This will help you remain sane and organized.
- Take your Made-of-Honor, your sister, your mother or a bridesmaid. No more than two! Bridal shows are best navigated in small numbers.
- I don't recommend taking the Groom. Why? Because, this is the time for you to enjoy the planning and let's face it, most men can't handle all this "girlie" things and they tend to have such a short attention span in this field.
- If possible, see if you can retrieve a floor map prior so you can determine which vendors you want to visit and in what order. And, you get to do some research on them before you go!
- Don't book any vendors on the spot. You need time to go over all the giveaways, pamphlets, brochures, and contracts need to be viewed carefully. Specially, deposit part. I would hate for you to get overly excited, sign and pay the deposit and then realized you don't want to use them but they won't return your deposit. Yikes! Just that thought alone is scary! Take your time on selecting your vendors. Or, better yet, get a professional to help you with this.
- Most importantly, DO NOT FEEL OBLIGATED!! TRUST YOUR GUT INSTINT.
- AND, ENJOY YOUR SELF! This is all party of your engagement and wedding planning experience. So, have fun with it!

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