



JAN 10, 2026 | HICKORY METRO CONVENTION CENTER

Exhibitor Kit

INTRO | LOCATION | INFORMATION





2026 EXHIBITOR SALES DECK

HWE

SHOW INFO

HICKORY

PROMOTER

FLOOR PLAN

SPONSORSHIP

CONTACT



BUILD YOUR BRAND!

There is just something about meeting people face-to-face – especially when they are in the middle of planning one of the biggest days of their lives. Social media, print ads, radio/tv spots, and email blasts can get your name out there, but nothing beats real conversations. That is what makes a wedding expo so powerful. It is your chance to show couples who you are, what you do, and how you can help make their wedding day exactly what they have been dreaming of. It puts you directly in front of couples looking for exactly what you offer – someone they can trust to bring their vision to life.

“No matter the industry, the data overwhelmingly supports the fact that businesses that exhibit at trade shows are the leaders in their field, and the ones who do not are looking up to those that do”

EVENT CONCEPT

- Industry specific – exhibitors exclusive to local wedding and events industry.
- To help spark ideas with visual displays, styled setups, and interactive experiences
- Connection focused – meet face-to-face with trusted professionals in the industry couples need to make their vision come to life.
- To celebrate love!
- Assist couples with all aspects of their new chapter together



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BRINGING YOUR TARGET MARKET TO YOU!

Promotional Strategies include:

- Segmented email database for the Hickory, NC region
- Direct mailers
- Extensive social media advertising
- Radio and television advertising
- Flyers placed in strategic locations
- Strategic partnerships with area influencers and businesses
- Cross-promotion through other events produced by Hickory Shows

RUN OF SHOW

DATE	TIME	DESCRIPTION
JAN. 9	9 am – 5 pm	Exhibitor move-in
JAN. 10	12 pm – 1 pm	Show – open to VIP's
JAN. 10	1 pm – 6 pm	Show – open to the public
JAN. 10	4:30 – 6 pm	Fashion Show

EXHIBITOR CATEGORIES

- Wedding Venues
- Bridal Boutiques
- Caterers
- DJ's
- Photographers
- Bartenders
- Decorations
- Florists
- Invitations
- Officiants
- Wedding Planners
- Travel Agents
- Transportation
- Salons
- Jewelers
- Wedding cakes
- Party favors
- Videographers
- Realtors
- Bachelor/Bachelorette party
- Beauty treatments
- Health & Fitness
- Entertainment
- Musicians
- And More



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HICKORY METRO (UNIFOUR)

The Hickory metro area, or Unifour, is experiencing an unprecedented amount of growth. Proximity to Charlotte, investments from Google, Microsoft, Apple and others, completion of Hwy. 16 and housing rates well below competitive regions, people are moving to the Unifour area in record numbers. With an estimated 1200 marriage licenses to be issued by the four counties in the Unifour in 2025 as well as pristine natural beauty of our area serving as a magnet for destination weddings, the business opportunities for those in the wedding industry are vast.

Our host venue, The Hickory Metro Convention Center has just completed a 2 year renovation and expansion, making it one of the most upscale expo centers in the state. With new construction and remodeled hotels in it's immediate vicinity, 110,000 usable square feet on one level, and close proximity to I-40 and 321, the HMCC is the perfect venue for the Hickory Wedding Expo!





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HICKORY

PROMOTER

FLOOR PLAN

SPONSORSHIP

CONTACT



HICKORY SHOWS - THE HYPER-LOCAL TEAM !



Jimmy Schiltz and Kate Dillon are the brother-sister duo that brought Hickory Shows to life. As show organizers they have proven experience in promoting events with amazing turnout for vendors and attendees. Partnering with Ciarra St. Arnold, owner of Hidden Gems Travel, has added an elite level of experience and knowledge in the wedding planning industry.

Hickory Shows produces the CARS Racing Show, a show in its sixth successful year, as well as the Hickory Christmas Show, Hickory Home & Garden Show and Hickory Women's Expo. Jimmy and Kate are both small business owners, so their goal is always to elevate and give small businesses a platform to grow their customer base.



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SHOW INFO

HICKORY

PROMOTER

FLOOR PLAN

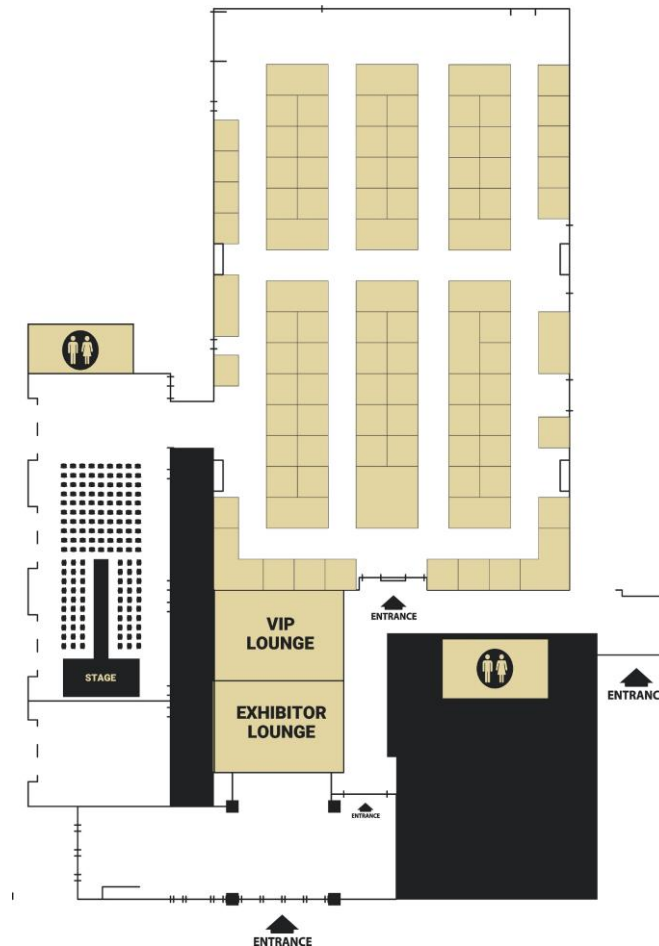
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2026 FLOOR PLAN

With a strategically designed floor plan, the Hickory Wedding Expo will deliver a buyer-centric environment, unique placement opportunities for brand exposure and interactive displays at all corners of the show. Booth pricing starts at \$650 and all exhibitors will receive the registration contact list via electronic transmission (csv).



The floorplan features a fully decorated stage for the fashion show as well as various presentations throughout the day. Two lounges will also be supplied with refreshments and comfort features for VIP guests as well as exhibitors.

The newly remodeled exhibit space is upscale in every way including being carpeted wall-to-wall, localized and wide-area audio, themed lighting features and an aesthetically pleasing acoustic ceiling cloud ensuring conversation clarity. The HMCC is the perfect place to get everyone in the mood to create the perfect day!



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HICKORY

PROMOTER

FLOOR PLAN

SPONSORSHIP

CONTACT



Sponsorship and Promotional Opportunities!

CUSTOMIZED FOR YOU!

In addition to being an exhibitor, Hickory Shows offers you several ways to enhance and maximize your exposure to your target market. Let us know what you are interested in and we will customize a package just for you! Here are some of the ways that you can separate your business from your competition:

- Stage sponsor
- VIP room sponsor
- Exhibitor lounge sponsor
- Swag bag/swag item sponsor
- Exclusive wedding resource guide advertisement
- Promotion of seminar, class or instructional presentation
- Lanyard sponsor
- Participation in fashion show
- Product or service giveaways
- Digital ad space through social media and/or email promotion
- And more!



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FLOOR PLAN

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We are ready to take your call, discuss our value proposition and get you booked for the 2026 Hickory Wedding Expo!



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