### THE ULTIMATE GUIDE FOR BOOKING WEDDINGS AT YOUR PROPERTY

How to make your property ideal for weddings to increase your revenue by securing more weddings



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# INTRODUCTION

### What You Will Learn in this E-Book

Hosting weddings is a multi-million-dollar business. These events can bring in an exceptional amount of revenue to your property each year. However, there's a lot of competition for bookings.

How do you give your property a leg up to make it more likely that wedding parties will choose your venue for the big day?

This E-Book contains information that will help you beat the competition and book more weddings.



# BOOKINGS

# MITYLITE

### **SECTION 1:** Tips to Help You Book More Weddings

### The best venue wins! Here's how to ensure it's your property.

Price matters to people planning a wedding, but so do other things such as convenience, appearance, offerings, and professionalism.

To get the booking, you need to give brides what they want and need. Most wedding parties are looking for a venue that includes the following:

- Intimate and attractive area for the ceremony
- Nice, clean, and comfortable lounge areas for the wedding party to get ready with easy access to the ceremony location
- Reception area or entrance point for guest arrival
- Optional and convenient valet service
- Banquet space with plenty of seating & a dance floor
- Comfortable lounge areas for family members who need to rest



In <u>Section 3</u> and <u>Section 4</u>, we cover furnishings for weddings and tips for the area setup. These things also play a part in getting the booking.

In addition to having the right spaces, attractive furnishings, and great amenities, you need to quickly gain trust and put wedding parties at ease.

Below are **5 tips** to help you do that. We've also included a list of **7 things to cover during the welcome tour**.

## 5 TIPS FOR GAINING TRUST



01

#### Be liberal with your quote

Make sure you're prepared to offer a minimum cost as well as a maximum cost for each package with a breakdown of the different offerings. That way, the wedding party can make educated decisions about the venue. They want to find a space that will truly meet their needs. Having a price range can help them figure out what they can and cannot live without.

During the initial booking meeting, make sure you get a minimum and maximum headcount for the event. Also, find out if the attendance numbers will vary for the ceremony versus the reception. Let them know when you need to have an official headcount and what documentation you need for proof.

02

#### Be transparent about capacity

Rather than offering a general capacity number, make sure you inform the wedding party about what the numbers look like based on guests sitting or standing.

Also, make sure you determine what type of event they are planning for the reception. Will it be a formal dinner? Perhaps they prefer to have a buffet. Some brides want a cocktail-style affair where most of the guests will be standing, mingling, and grazing.

Find out if they want to have dancing and approximately how many guests will likely participate.

03

#### Discuss ceremony options

Depending on the time of year, a couple might want an outdoor ceremony, especially if your property has stunning views. Having an attractive and spacious outdoor ceremony location can really give you a leg up over the competition. Let the couple know if booking the ceremony space will be charged separately and how close it is to the reception area.

Do everything you can to help them envision how their big day will look at your venue.



### Provide details about alcohol & catering

Let the couple know if there are any restrictions around alcohol or catering to avoid unpleasant surprises later in the process. Tell them if you have a liquor license and if that license is restricted to beer and wine only. Does your venue have the option for BYOB or can you offer a robust bar package?

Make sure you discuss any potential pain points around catering as well. Do you require wedding parties to work with a specific caterer or do you have a restaurant onsite? If you offer catering services, make sure you have a menu in the welcome folder that includes options to accommodate food allergies and other constraints such as the need for vegan and vegetarian options.



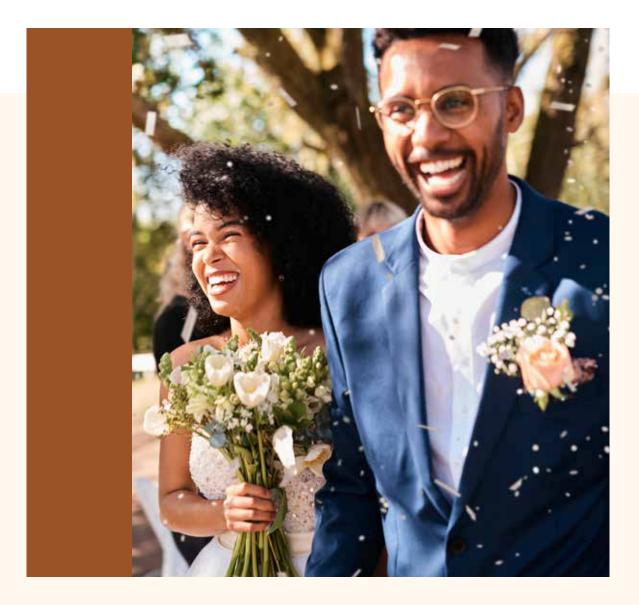


### Offer coordination services

05

Including a wedding planner or other coordination services in the rental cost can be a huge plus for couples who want to kick back and enjoy their day without having to worry about details.

Although, it's also good to offer a less expensive package that doesn't include coordination services for couples who like playing host and need to keep costs to a minimum.





# 7 THINGS

THE WELCOME TOUR

The venue tour is probably the most important part of securing a booking. In addition to showing them relevant locations like your banquet hall and ceremony options, make sure your tour touches on the most important pain points for wedding parties.

### 01

#### Provide a peek behind the scenes

Give the wedding party an opportunity to see the amenities you offer that might not be top of mind at the start of the tour. Show them the restrooms guests will use (which are hopefully clean, spacious, and accessible).

Walk them through any interesting back-of-house facilities such as staging areas and the place where food will be prepared and stored.

Point out any extra storage areas for things that need to be put out of the way during the event.

Show the party the parking area and valet service to help them envision the guest arrival experience. Hopefully, the parking lot is accessible and leads into a nice reception area to set the mood.

These are the things that really make a wedding run smoothly and put wedding parties at ease.



02

### Talk about lighting options

Make sure all employees giving the tour discuss the available lighting options included in the rental as well as additional options that can be added on or rented from another vendor. Be sure to let them know if flame candles are allowed or if they are limited to batterypowered ones.

Tell them how many outlets they will have access to both inside and outside, and where they are located. If you have any tables with an integrated power option, that can be a big perk to point out. Tell them how many extension cords you can offer, if any.

If you have a venue electrician, make sure to let them know. This is an added value point that gives wedding parties someone they can collaborate with in advance. Let them know if they are supposed to run their lighting plans by anyone on staff ahead of the big day.

## 03

### Cover permits and licenses

The permits and licenses a wedding party might need to know about include alcohol, noise, and other things that could affect the property including confetti cannons, hot air balloon rentals, sparklers, etc. Inform them who is responsible for acquiring the permits.

If your facility will be the one responsible for getting a permit, let them know the timeline and what steps will be taken if the permit arrives late.

04

### Discuss guest transportation

Talk with the wedding party about the different transportation options available to them and their guests. Do you offer valet services and are they included? If the parking lot is separate from the facility, do you provide a shuttle service? What is the max capacity of your parking lots?

Is public transportation accessible and what are the options?

If your venue is not a hotel, what transportation options are available between the wedding venue and any main hotels out-of-town guests will be staying at?

Is traffic an important consideration for those driving? Are there any major event venues nearby that the party should consider (such as football stadiums) when it comes to traffic or transportation availability?

Is bad weather a potential issue for the time of year?

If it will be dark when the guests arrive or leave, will there be enough lighting for them to safely get from the venue to the parking lot and vice versa?





05

### Talk about financial logistics

Throughout the tour, point out things that are included in the base rental price as well as options they can add on for a price. Show them what kind of equipment and services are included in the package.

Let them know if you have strategic partnerships with businesses such as hotels, travel agencies, and entertainment vendors that can help them save money.

Make sure the wedding party is clear about required deposits, payment plans, and refund policies. Let them know about potential late fees and forms of payment that you accept. What types of fees do you have for cleaning, damages, etc.?

06

### Provide details about space access

Most wedding parties want to access the space early to set up, rehearse, and get ready. Plus, other vendors, such as caterers, need to know what their options are for the arrival timeline.

Let them know if you have a specific timeline for when they can set up decorations and how much time they have to clean up after the event.

If there's a possibility of competing events onsite on the same day, which employee will you have on hand to coordinate and help the wedding party avoid any potential conflicts.

07

### Discuss all bad weather possibilities

If a couple has chosen an outdoor site for the ceremony, what are the rainy-day options you can provide? Do you have an equally attractive indoor ceremony option? Can you provide a tent, and do you have waterproof outdoor lighting?

If it will be a winter wedding, will you offer a coat check or have a secure location for coat storage? Is there safe handicap accessibility for guests on rainy or snowy days?

Make sure you point out the safety measures you will provide, such as awnings, non-slip ramps, and extra rugs, etc.





# PLANNING **MITYLITE** CHECKLIST

### **SECTION 2:**

Event Coordinator Wedding Planning Checklist

This tool will help you stay on top of tasks from the day of the booking to the BIG DAY

Ideally, your bride and groom will book your venue at least 12-months prior to the wedding day. However, if that doesn't happen for whatever reason, this timeline can be condensed as needed.

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### 12-Months Out



Confirm the spaces they want to rent, and any add-on items to the package.	_	Confirm the final budget for the room rentals and any other additional items (set up a payment plan if needed).
	-	Total Budget:
	-	Payment Plan:
Find out what type of reception they plan to have: cocktail, formal dinner, dancing, etc.		When is the final payment due?
		Get a rough estimate of the number of guests who will be attending the ceremony and the reception.
	-	Ceremony guest count:
	-	Reception guest count:
		Confirm decorations, linens, china, etc.
		Notes for décor:

Find out the total number of people who will be in the wedding party and what their roles will be.

Name:	_ Role:
Name:	_ Role:
Wedding Party Notes:	

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10-Months Out	8-Months Out
Confirm all vendors:           Wedding planner:	Follow up with the wedding party to confirm attendance numbers.
Photographer:	If your venue is a hotel, book rooms for out-of-town guests
Videographer:	6-Months Out
Caterer:	Schedule a meeting with the officiant to discuss ceremony details. Order and reserve all décor:
Cake Baker (if different):	Chairs:
Florist:	Lighting:
Musicians/D.J.:	Center pieces:
Other:	Other:
Name of the officiant:	

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#### 

### 1-Month Out

	Schedule a final walk-through with the wedding party.		Ensure that all seating, tables, decorations, and other materials have arrived.
	Finalize the seating for the ceremony and reception.		Confirm the schedule for all vendors and employees involved
	Create a wedding-day timeline with the wedding party.	_	in the wedding.
	Book the valet (if applicable).		Meet with the Maitre D' to review the setup for the ceremony and reception.
	Schedule the ceremony rehearsal.		Host the ceremony rehearsal.
$\square$	Call to confirm all vendors.		



The Day Before

### The Big Day

	Review the event schedule and vendor list with the Maitre D'.	Note the arrival of all wedding party members.
	Do a final walk-through of the ceremony space, reception space, and wedding party preparation areas.	Bride Groom
	Check that all relevant staff are in place:	Bridesmaids
	<ul> <li>Kitchen staff</li> <li>Servers</li> <li>Bartender</li> <li>Coat check attendant</li> <li>Valet</li> <li>Other:</li></ul>	<ul> <li>Groomsmen</li> <li>Parents</li> <li>Flower girl</li> <li>Ring bearer</li> <li>Other:</li></ul>
	Review the menu with the chef and kitchen staff.	
	Note the arrival of all vendors:	
	Musicians or D.J. Wedding cake baker	
	Florist Officiant Other:	

# FURNITURE

### **SECTION 3:**

Recommended Furniture for Wedding Events

Make sure you can offer wedding parties many options to help your venue fit their vision

Although having gorgeous views and a convenient location are some of the most important features when it comes to securing bookings, there are a few things you can do to give your property an edge.

A big one is having several furniture options to choose from that will help make the special day even more perfect. This is definitely something wedding parties look for.

You should have several seating and table options for them to choose from as well as a high-quality dance floor.

This section covers our most popular products for weddings.





### **MITY**LITE<sup>®</sup>



#### DuraMax<sup>®</sup> Pro Folding Chairs

This is a popular folding chair for both indoor and outdoor ceremonies. It features a classic wedding chair look without the maintenance hassles of wooden folding chairs. The resin surface is U-V treated to eliminate fading and discoloration. It's available in either black or white and includes a vinyl padded cushion for the seat.

#### Starting at \$39 Shop DuraMax ≫



#### Chiavari Stacking Chairs

This chair combines elegance with unmatched durability that is eco-friendly. Weighing in at only 8 lbs, our chair can withstand more than 1,000 lbs making it easy to set up and stack. The welded aluminum frame comes in 5 finish colors and the seat features a removable cushion to allow for more dense stacking.

Starting at \$73 Shop Chiavari ≫



#### FlexOne® LX Folding Chairs

This is a luxury folding chair that provides exceptional comfort with a cushioned seat and back. It's also extremely durable with a high-impact steel frame that is powder-coated and a patented flex design for the seat and back. There are two frame color options and 5 upholstery options for the foam seat and back.

#### Starting at \$83 Shop FlexOne >>



#### **Classic Series Banquet Chairs**

For formal dinners or buffets, you'll need nice banquet chairs to seat the guests while they eat. We recommend our Classic Series because it comes with numerous back styles, upholstery options, and powder-coated finish colors. You can also choose from a standard or mitered leg. The chair is attractive, comfortable, and durable enough to stack 10 chairs high.

Starting at \$116 Shop Classic Series >>>

### **MITY**LITE<sup>®</sup>



#### **ABS Folding Tables**

For brides that want a more traditional look, ABS Banquet Rounds with linens will provide exactly what you need. The tables come in numerous sizes and they are easy to set up, takedown and store. Notoriously lightweight and exceptionally durable, ABS continues to be our top selling product for event venues.



ABS Round Tables Starting at \$374



ABS Rectangle Tables Starting at \$270



ABS Cocktail Table Starting at \$251

<u>Shop ABS Tables ≫</u>



#### **Reveal Linenless Tables**

If a bride wants a modern and sleeker look, you'll need to have a nice selection of linenless tables on hand for her to choose from. Reveal Linenless tables come in a variety of size and style options with numerous attractive laminate surface options.

Reveal tables are an especially great fit for receptions that are more like a cocktail party. And the Reveal Cocktail Tables come with a nice selection of trumpet base colors.



**Reveal Round Tables Starting at \$809** 



Reveal Cocktail Tables Starting at \$349



Reveal Mobile Buffet Tables Starting at \$1,914

Shop Reveal Tables ≫



#### **Elevare Presentation Tables**

Every wedding venue needs an attractive table to display the wedding cake. Elevare Presentation Tables are a perfect fit for this important task. The tables have a wide selection of options including tabletop shapes and sizes, leg height, finish color, and tabletop surface colors.

Consider adding integrated power in case there's a part of the cake presentation that requires power such as a water fountain or special lighting. You don't want limited power access to restrict the options of where the cake can be placed in the room.



Starting at \$637

<u>Shop Elevare Tables ≫</u>





### **MITY**LITE<sup>®</sup>



### Magnattach<sup>®</sup> Portable Dance Floor

No wedding celebration is complete without a great dancefloor! The Magnattach is the best portable dance floor on the market with remarkable durable panels available in numerous finish colors. The floor can be set up and taken down in less than 7 minutes!

Read more about the Magnattach in <u>Section 5</u>.

16x16 Dance Floor Starting at \$14,280 Shop Magnattach ≫

page 20





#### Mobile Staging

Don't forget to have a stage for the band or D.J. to perform on. These mobile stages are easy to set up in any part of the room that best fits the vision of the bride. They are sturdy enough to hold up to 4,000 lbs and available in different sizes and heights to fit the needs of your venue.

Starting at \$2,306 Shop Mobile Staging >>>

# ROOM Setups

### **SECTION 4:** Wedding Room Set Up Ideas

How to arrange your spaces to create the best experience for the wedding party

Another important aspect of booking a wedding at your venue is your ability to provide a wide variety of setup options for the ceremony and the reception to fit the bride's unique vision and style.

Different products are suitable for different setups, and you'll want to make sure you have everything you need.

This section will provide examples of different room setups for both the ceremony and the reception and showcase which products we recommend for each layout.

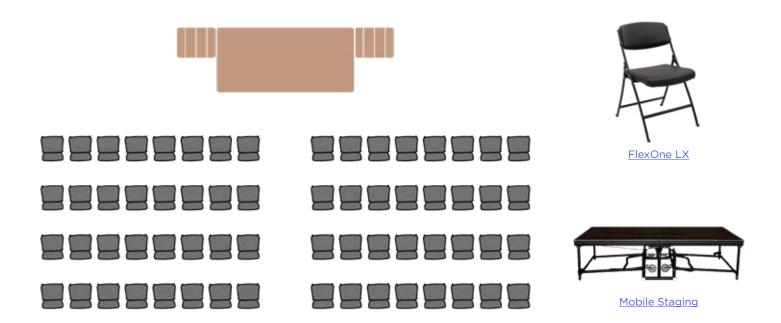
Get creative and have fun!



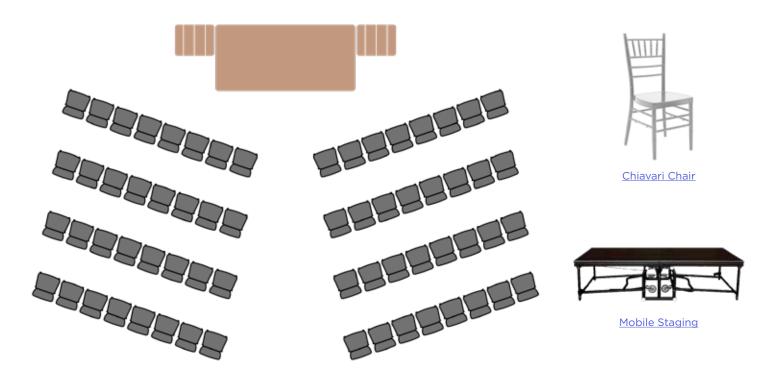




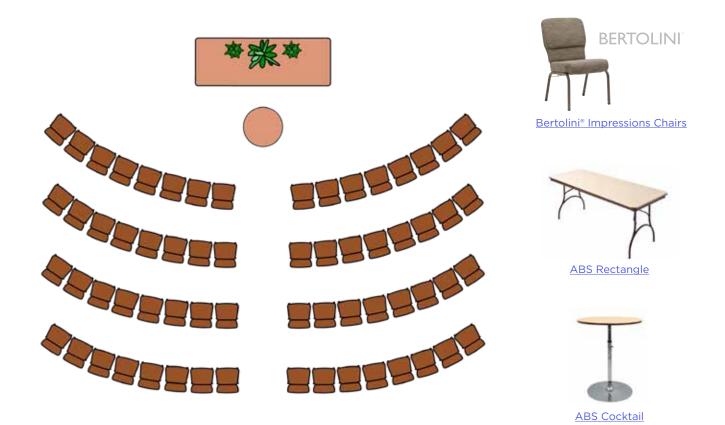
### Indoor Ceremony Traditional Set Up



### Indoor Ceremony Chevron Set Up

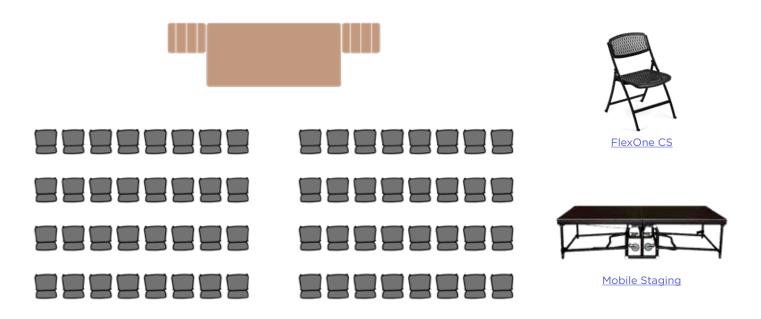


### Indoor Chapel Service Set Up

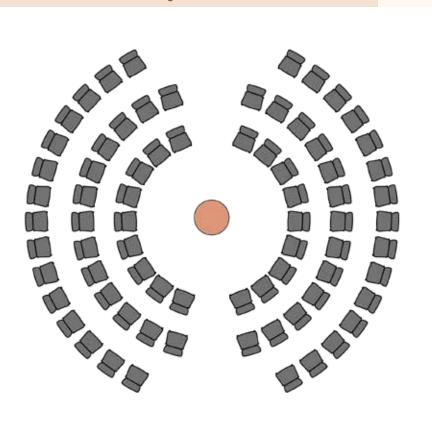


Check out the comfortable chairs manufactured by our Bertolini brand. <u>Visit bertolinidirect.com</u>  $\gg$ 

### Outdoor Traditional Set Up



### Outdoor Ceremony In the Round

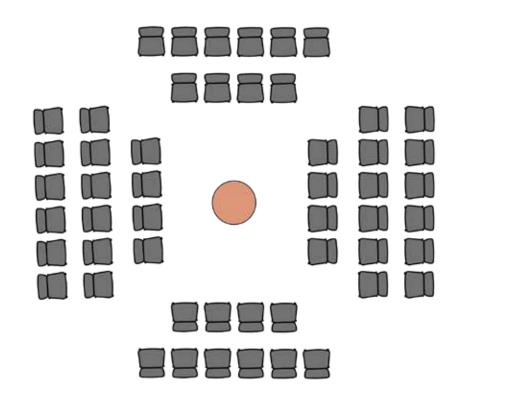




<u>DuraMax</u>



### Outdoor Ceremony Square Set Up

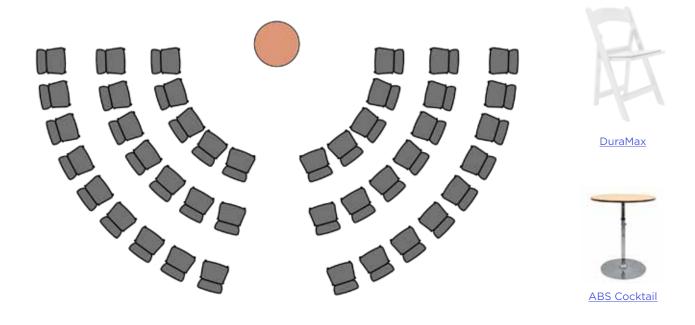




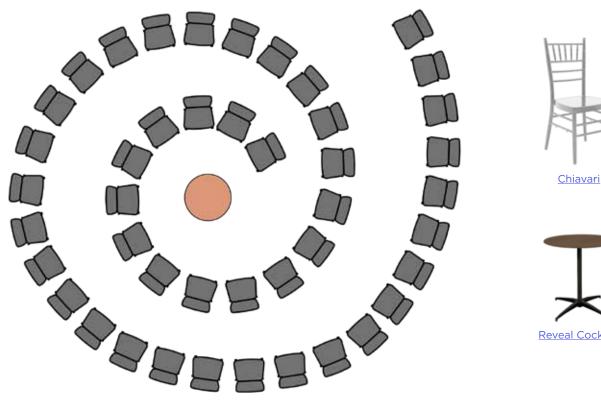
FlexOne CS



### Outdoor Ceremony Half Circle Set Up



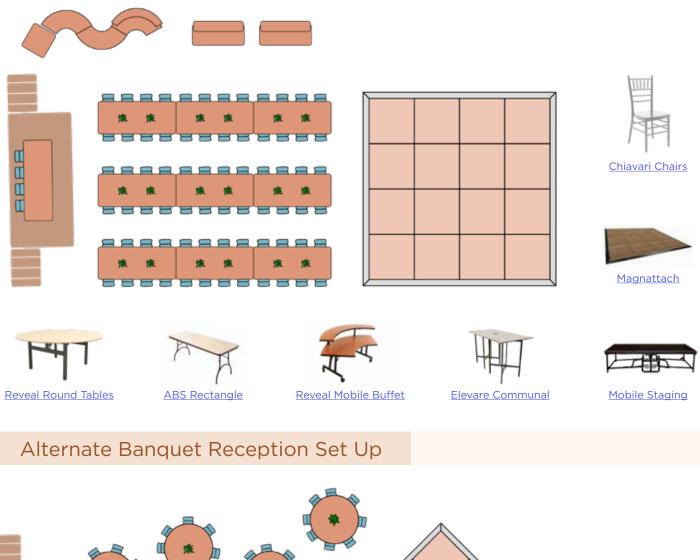
Outdoor Ceremony Spiral Set Up



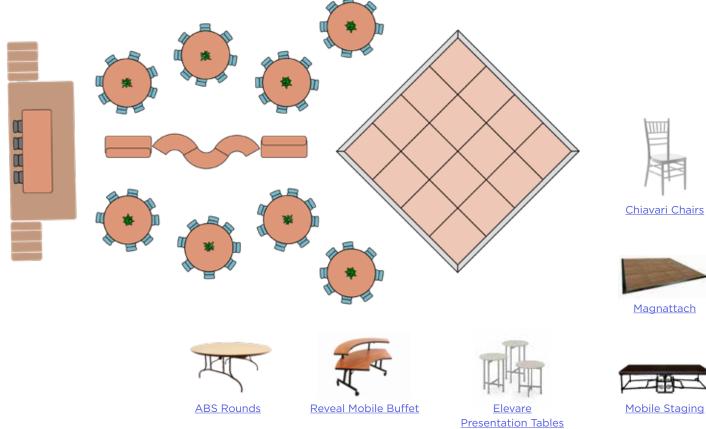


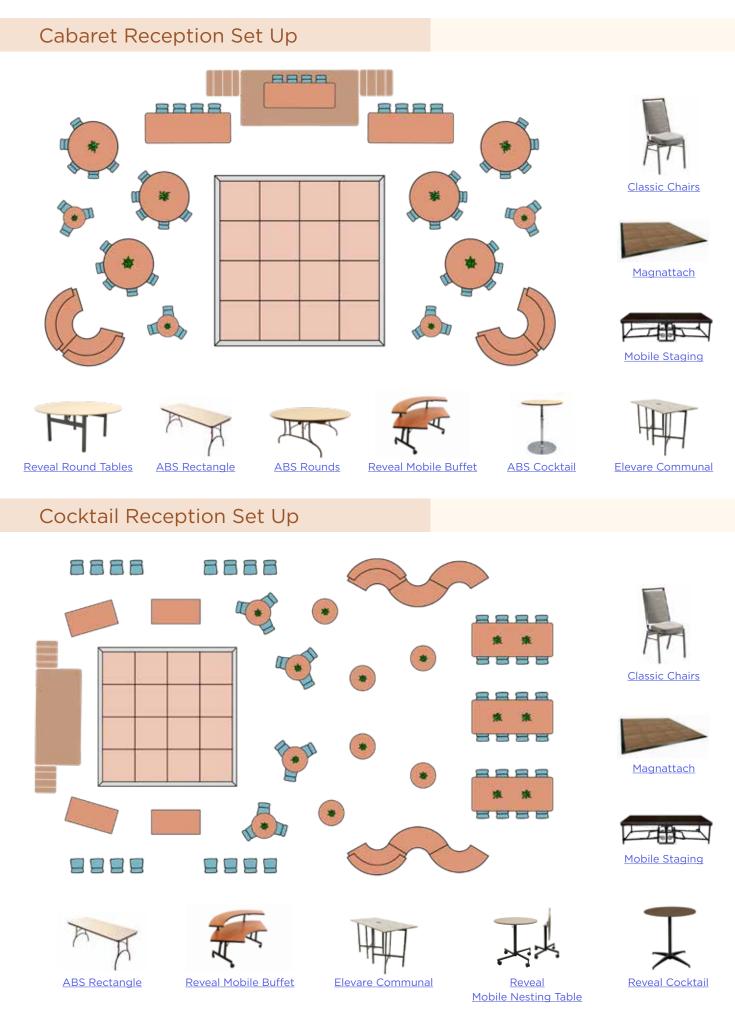
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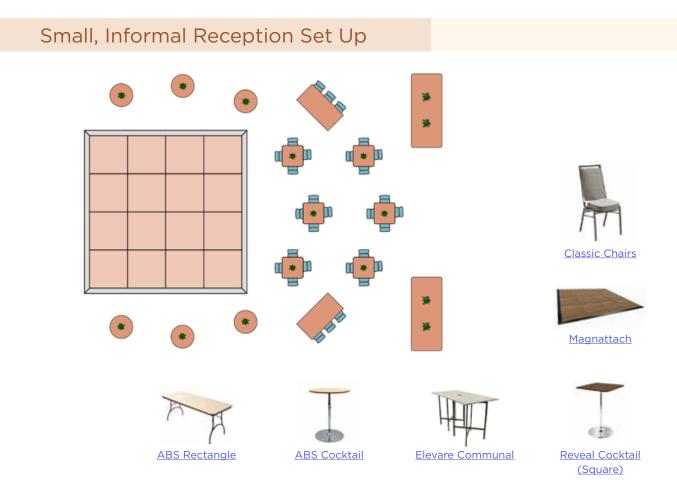
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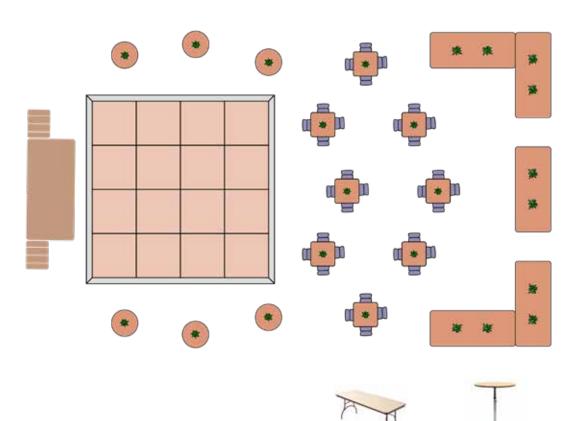
### Traditional Banquet Reception Set Up







### Outdoor Party Reception Set Up









Chiavari Chairs







ABS Cocktail

# DANCE PARTY TIPS

### **SECTION 5:**

Here's How You Can Host the Most Rockin' Dance Party

### 4 tips to help you create a fun and memorable wedding celebration

Nothing brings the party to a wedding better than dancing and good music. You want to offer the bride and groom the best dance floor for their first dance as a married couple and all the other important memories they will create on this special day.

Here are 4 tips to help you provide the best options for a wedding celebration no one will forget.







#### Provide a dance floor that fits their vision

Portable dance floors are definitely the best way to go. That way, you will not be restricted in where the floor can be placed in the room. Some brides might want the floor to be in the center of the space and the focal point of the party. However, other brides might want a floor placed in the corner so as not to interrupt those who are dining and socializing at the tables.

The <u>Magnattach<sup>®</sup> Portable Dance Floor</u> by MityLite can be set up and taken down in less than 7 minutes, making it easy to accommodate any bride's vision.



### Make sure there's enough space

Small dance floors might be too cramped for large parties and large floors might cause the people in smaller wedding parties to feel too self-conscious to comfortably dance.

A good rule of thumb is to provide at least 3-square feet of dance floor space for every two guests. Therefore, you want to make sure you have enough panels to create a dance floor that will be the perfect size for any wedding party.

The Magnattach comes with a cart and easy to assemble panels that will help you craft the exact size of floor you need. Unused panels are easy to store out of the way until they are needed.



#### Ensure everyone will be safe

You need a high-quality dance floor with panels that will not break apart while people are dancing. Another thing to avoid is having cheap wooden panels that can be punctured by high heels. That can create a dangerous situation for women at the party. Also, make sure the edges are designed with a gradual incline so that guests won't trip while entering the dance floor.



#### Make the dance floor a part of the big moments

Having servers offer guests drinks and appetizers to the guests partying on the floor can make for a fun and unique event. Another fun idea is to serve the wedding cake as little bites throughout the evening rather than as one big slice on a plate. Perhaps suggest that the bride and groom cut the cake while guests are eating and then have your staff cut up bite-sized pieces to serve on trays throughout the evening. Especially to guests who are really burning calories on the dance floor.

Learn more about what makes the Magnattach the best portable dance floor on the market  $\gg$ 



# After Event Take Down Tips

### **SECTION 6:**

Post Wedding Breakdown Solutions

Here's where the real work begins, but it doesn't need to be painful

After the event ends and all the guests depart, you want to have a plan in place for the fastest and most efficient room turnover, especially if you have more than one wedding booked in one day.

Plus, the faster and more efficient your event breakdown is, the more you'll save in hourly labor expenses.

This section will help you determine which carts you should purchase based on the furniture that you have in stock. These carts will provide the best breakdown and storage solutions, no matter the size of your property.

### **MITY**LITE<sup>®</sup>



### DuraMax Pro: Multi-Function Cart



For the DuraMax Pro Folding Chairs, we recommend using the Multi-Function Cart. The DuraMax stacks up to 30 chairs high on the cart, which will help you take down the chairs more quickly while giving you incredibly efficient storage.

Shop the Multi-Function Cart ≫

### FlexOne®: Tree Carts



For the FlexOne Series, we recommend either the Full Tree Cart or the Half Tree Cart, depending on how many chairs you have and how much storage space you have. The carts are designed to store the chairs vertically, which provides a maximum storage solution.

Shop the FlexOne Tree Carts ≫

### Chiavari: Multi-Function Cart



The Multi-Function Cart is a great way to stack, move, and store our Chiavari chairs for quick room turnover. The cart is designed to be a universal chair transport system.

Shop the Multi-Function Cart ≫

# MITYLITE<sup>®</sup>

#### Classic Series: XpressLink® Cart



The XpressLink Cart provides a faster and safer way to transport heavy stacks of banquet chairs. Chair stacks are raised easily and quickly by simply stepping on the lift lever. The cart maneuvers efficiently through congested corridors and narrow doorways, and it has a uniquely compact footprint.

Other cart options include the 4-Wheel and 5-Wheel Comfort Seating Carts, the High Capacity Stacking Cart, and the High Capacity Push Cart.

Shop XpressLink ≫

#### ABS Rectangle: RT Flat Cart



The most popular cart for ABS Rectangle Tables is the RT Flat Cart. The cart is designed to hold anywhere from 10 to 20 rectangular tables (depending on size). The handle at the swivel caster end of the cart allows the user to steer the cart with ease. ABS tables have stacking buttons at each corner to help them keep from sliding off each other.

Other options include the Reveal Edge Cart and the XpressPort® Slant Stacking Cart

Shop Shop the RT Flat Cart ≫

# MITYLITE

### ABS & Reveal Rounds: CT Edge Carts



The RT Edge Carts are available in either a narrow or wide option to accommodate different sizes of round ABS and Reveal tables. The narrow cart is designed to hold up to 6 round composite core tables from 42-inch to as large as 72-inch round tables. This cart is designed to fit through common doorways and into elevators.

The wide cart holds up to 12 tables in the same sizes. This cart is 53 ¼-inch wide and it will not fit through a common door.

Other options for round tables are XpressPort carts, Round Table Carts, and the Stacking Cart.

<u>Shop CT Edge Cart ≫</u>

### ABS & Reveal: XpressPort<sup>®</sup> Table Carts



XpressPort Carts are the most functional and efficient way to move and store tables of any size and shape, from cocktail table to large rectangle tables. The rubber beams protect table edges and the ergonomic handle grips make it easy and comfortable to push and pull the carts.

<u>Shop XpressPort Carts ≫</u>



# MITYLITE

Elevare: Table Cart



The Elevare Table Cart secures up to 10 square or round Elevare tables. The tops nest easily on the bottom section (5 on each side) and the legs nest easily on the rack of the upper section (5 on each side). The cart is designed to fit within a standard 36-inch doorway.

Another option for Elevare Tables is the Leg-Only Cart, which secures up to 20 square or round 30-inch wide legs. The cart is designed to fit within a standard 36-inch doorway.

Shop Elevare Table Cart ≫

### Magnattach® Cart





The Magnattach comes with a heavy-duty cart designed to hold 26 Magnattach panels. It's a convenient way to store the panels with a small footprint and it's easy to transport, load, and unload.

<u>Shop Magnattach ≫</u>

### Mobile Staging



MityLite Mobile stages are designed with a folding mechanism that utilizes a counterbalance requiring a minimal lift. The riser automatically locks into place for safe transit. The casters are made of non-marring polyurethane tread to avoid damaging flooring.

<u>Shop Mobile Staging >></u>



### **MITY**LITE<sup>®</sup>



# Conclusion

### **SECTION 7:** We are Here to Help!

All the MITY Incorporated brands are here to help make your property the top choice for brides, no matter what their needs and unique style might require.

Whether you need folding tables, banquet chairs, stacking chairs, portable dance floors, or mobile stages, <u>MityLite</u> offers the widest selection of different makes and models on the market.

If you're looking for warm, solid wood seating or functional faux wood chairs, <u>Holsag</u><sup>®</sup> makes custom chairs in North America with unlimited color and style options.

XpressPort<sup>®</sup> carts will make event set up and clean up faster so that you can book more events and save money on labor costs.

If you need comfortable seating for your wedding chapel, consider our <u>Impression Series Chairs</u> built by our <u>Bertolini®</u> brand.

Visit <u>mitylite.com</u> to speak with a sales representative.

### **MITY**LITE<sup>®</sup>

### holsag

BERTOLINI

Xpress Port

## MITYLITE

### THANK YOU

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