

BOOTH ME!

Magazine

REAL
WEDDINGS

HOW TO PLAY
GUEST CAM
INCEPTION

PRINTED
PERFECTION

B E A T
WEDDING
EXPO
OVERWHELM



autumn
2020

Welcome!

Welcome to the Autumn 2020 edition of Booth Me! magazine.

It feels super exciting to be entering In the Booth's second decade! We've got a huge year of weddings and events ahead - twenty twenty has been a desirable wedding year, that's for sure!

This issue we've got tips and tricks to help the overwhelm at your next wedding show. Let's face it - the most fun part of any photo booth is when that little print drops into the chute! We'll highlight some of our most popular instant print designs that are sure to be on fridges far and wide after your celebration.

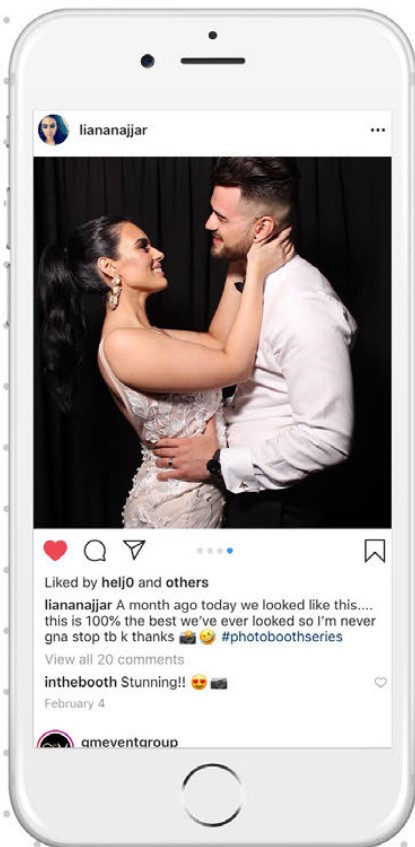
Have you ever played a game of Guest Cam Inception with one of our booths? No? Then get stuck into this issue to find out how!

Make sure you grab a cuppa and check out our Real Weddings feature to get some inspiration from our beautiful couples!

Kate Austin
editor



We're super social and we love to see your boothing shenanigans pop up online! Tag us **@inthebooth** and hashtag **#inthebooth** so we can say hello!



Real Wedding Submissions

Interested in submitting your wedding to be featured in the next edition of the In the Booth Magazine? Shoot us an email to submissions@inthebooth.com.au for a list of requirements. Please note this opportunity is open to past clients of In the Booth only.

GET BOOTHED IN MACKAY

mackay@inthebooth.com.au or 1300 026 684 to book now





MEET OUR AUTUMN 2020



COVER STARS

Check out those 'we just got married!' smiles! Mitch and Sally were married in Melbourne with their reception being held at the Pumphouse Hotel. We loved the combination of our glittering gold backdrop along with our sweet 'just married' print design. Congratulations Mitch and Sally for being our Autumn cover stars!





Anyone can write "Australia's #1" on their website. We prefer to let our customers do the talking for us. Our team are thrilled to have been awarded Australia's #1 Wedding Photo Booth service in 2019; our seventh consecutive award of its kind.

Our ABIA rating of over 99% in our category (as rated by our past clients) is testament of our commitment to service and attention to every last detail.

As Australia's largest photo booth company and with over 17,000 events behind us, you have the confidence and security of a professional company behind your special occasion.

Please visit www.abia.com.au for more information.





Beating Wedding Expo OVERWHELM

Wedding planning can be a huge and often overwhelming task! So many couples start their research online, and while this is an awesome starting point, it's essential that you spend some face-time (not the screen version, the in person version!) to ensure their products are exactly how you pictured and they're the kind of people you'd like to entrust your wedding to. Enter the wedding expo! Expos are a great opportunity to get to meet, see, and experience a whole variety of different wedding options. Bridal shows can be super overwhelming too, so here's how to make sure you get the best out of them!

Research and compare...

Major cities have plenty of expos throughout the year. Find out what expos, showcases or open days are coming up in your area and compare them to decide which ones will suit you best. Some expos have free entry and some require you to either register for free or purchase tickets. Some are very large with a huge variety of vendors, fashion parades and guest speakers and others are more boutique with a select number of vendors that may fit a particular theme, such as boho. You may want to go to as many as you can, but if you are time poor; don't hesitate to shortlist them to ones that feel most relevant to you.

Have a plan...

Most expos will include a list of attending vendors on their website, and may even include a site map prior to the event. Scroll through the list and take note of key vendors that you really want to chat to and try to visit these particular vendors first. You'll be surprised at how quickly time passes at expos, so if you tick off the main vendors early in the day, any time remaining after this can be used to browse the rest of the expo at your own pace.

Bring some company...

Wedding expos are a lot more fun if you have someone alongside you. Whether it be your partner, your bridesmaids or your mum, make sure whoever comes with you will be happy to work through the expo at your pace and not hurry you.

Wear comfy shoes...

How often are we caught wearing a cute pair of shoes that become painful once you've been on your feet for a few hours? Don't let this happen to you at an expo! Save those pretty heels for your wedding day and kick back in some flats.



Don't feel pressured...

Sometimes when you meet a vendor, you instantly know if you **MUST** have them at your wedding. Some vendors offer expo specials that are fantastic, and they may put pressure on you to book that day, but don't hesitate to say no if you're not quite ready. If you're not sure how it will work within your budget or if your fiancé will agree, it may be best to take their business card or brochure and schedule some time later to do some extra research.

Don't forget to eat...

Eat a nice, filling meal before you head off to the expo to ensure you can get through at least a few hours before needing to stop for food. Most expos will have food available for purchase, but often the selection is small and it can be a bit pricey. Consider bringing along some muesli bars or a piece of fruit for an energy boost when you need it.

Bring a tote bag...

Come prepared with a bag that is big enough to fit brochures and magazines in easily. Bring a pen along and pop notes on the brochures to remind you of who you spoke to and any other key points about that supplier. You may talk with a handful of different vendors and after a long day it can be difficult to remember who was who.

Find out who you're talking to...

Always ask for the representative's name and if they would be involved on the day of your wedding, or if they have a team and it may be someone else. Many suppliers have assistants or other staff that help out at expos, so you may really click with the photographer's assistant at the expo, but it is important that you also meet with the photographer themselves to ensure you click with them too.

Don't forget your samples...

Photobooth suppliers, including In the Booth, typically bring a fully functioning photo booth along to expos so take advantage of this! Jump in with your partner, bridesmaids or mum and take some happy snaps to remember your day at the expo! If there are multiple photobooth suppliers at an expo, try them all and compare the experience, inclusions and print and paper quality. Don't ever be afraid to ask your photo booth supplier where you can see their set up and try their booth first hand - an awesome supplier has nothing to hide!

BOOTH ABOUT TOWN

Keen to give one of our booths a test drive? Drop by our Facebook page and visit our 'Events' tab to see where In the Booth will be popping up next in your area!

www.facebook.com/intheboothphotobooshs/events



**Pro
Tip**

We always recommend our customers take the opportunity to view our booths in person and try before they buy! With In the Booth, we guarantee what you see is what you get. The booth you saw at a bridal expo, venue showcase, your work Christmas party or your friend's wedding will be identical to the booth that will make your special celebration sparkle!



Vilija & Kevin's
Wedding

26 October 2019



Vilija & Kevin's
Wedding

26 October 2019



Vilija & Kevin's
Wedding

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Vilija & Kevin's
Wedding

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Vilija & Kevin's
Wedding

26 October 2019



Vilija & Kevin's
Wedding

26 October 2019



Guest Cam

Treasure your event from every angle.

inthebooth.com.au/inclusions/guestcam
#intheboothguestcam

Printed to Perfection

Every time an instant print lands in your guests' hands, a little bit of magic happens! All the fancy digital features in the world can't replace the old-school excitement of the little 'click' a print makes when it drops into the photo chute. From photo sessions to Guest Cams and Gifs, every time our booth captures the action, an instant print will magically appear. That's why the design you decide upon for your prints is so important. It's the tangible memory your guests will take home from your celebration and treasure for years to come. We're showcasing just a few of our most popular designs. Don't see something that takes your fancy? Don't worry, we have over one hundred themes and styles to choose from!

hollywood

One of our most popular designs for over ten years! Our 'Hollywood' design goes hand in hand with celebrity costume parties or just the event that needs a touch of Beverly Hills glamour. Have a red carpet entry for your guests? Then our Guest Cam ala Hollywood is just the ticket!



aisle be ready

A super sweet design that keeps it classic with soft ivory hues and watercolour style bridal gown and suit. It's definitely one of our most popular designs for weddings with a soft colour palette and romantic theme.



foliage

The perfect design choice if gorgeous greenery is a highlight of your event styling. Perhaps your event is being held outdoors or you're just known as the Plant Lady! Either way, this delicate design has you covered.

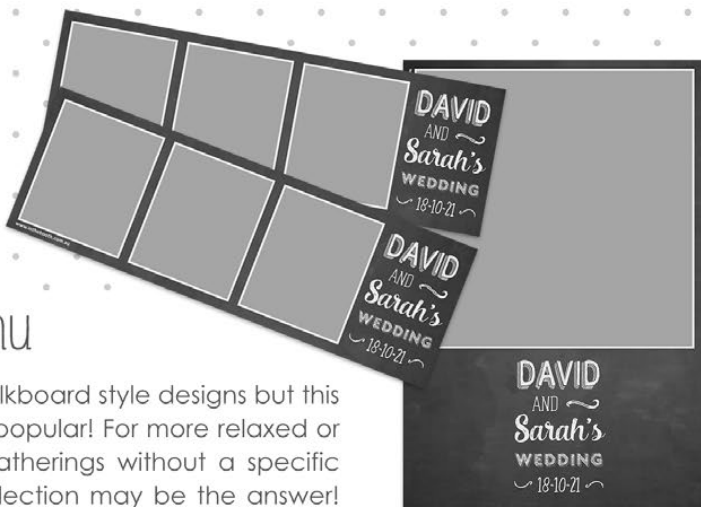
galaxy

Will navy and silver ever go out of style? We hope not! Our Galaxy design celebrates this ever-popular colour scheme with a twinkly twist. If you're drawn to this timeless colour combination then we'd say the Galaxy design was written in the stars for you!



chalkboard menu

We've got a number of chalkboard style designs but this little guy is one of our most popular! For more relaxed or rustic events or even for gatherings without a specific theme, our Chalkboard collection may be the answer!



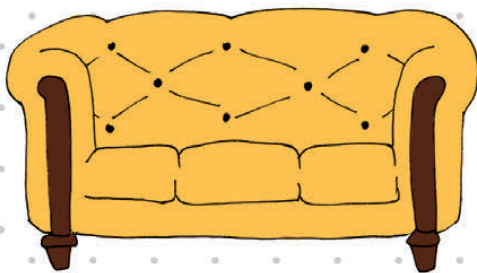
*Time to bring
the party to your
home town?*

inthebooth.com.au/franchise





ON THE COUCH WITH *Tom & Narelle*



from
'in the booth'
melbourne
east

What is it you love about providing photo booth hire services in Melbourne?

Knowing firsthand the fun and excitement a photobooth brings our clients and their guests. Having had In the Booth at our own wedding, we saw how much our guests absolutely loved it. You only get one shot at capturing memories at a wedding or other special event, and we're so glad we did this in such a relaxed and entertaining way.

Tell us about some uniquely Melbourne touches you have seen at an event!

A 1920's styled wedding at one of only two Art Deco venues in Australia. The guests, bridal party, bride and groom all looked very sophisticated and glamorous in their 1920's outfits! The happy couple even arrived in a vintage car. There was so much attention to detail – the venue totally suited what the couple wanted out of their wedding. It was as if we had stepped back in time for an evening! Of course, the booth looked right at home in this atmosphere :)

What is the most common question you get asked about the photo booth service you provide?

Guests at photobooth events often ask if they can get digital copies of their photos. With our free mobile app the answer is a very easy yes! Guests can have instant access to their images without needing any social media accounts or having to enter their email addresses. Images are saved straight to their mobile for safe keeping or sharing with the world.

What are your essential tips for organising a fantastic event?

It sounds corny but try and enjoy the journey as well as the event. Whether you're super-organised or last-minute, there are always going to be things that may not go to plan or cause you stress. If you can see these as challenges to be overcome and stay relaxed, the whole process will be far more enjoyable.

Write to Tom & Narelle at melbournneast@inthebooth.com.au



*Vilija & Kevin's
Wedding*

26 October 2019



how to play

in the booth.



GUEST CAM INCEPTION

Step One

Download the In the Booth app from the App Store or Google Play. Search for 'inthebooth' with no spaces.

Step Two

Open the In the Booth app and tap on 'Guest Cam'. Locate the Guest Cam code for your event which will be displayed near the photo booth or see your booth attendant for assistance. Enter the code when prompted on the app. You only need to enter the code once.

Step Three

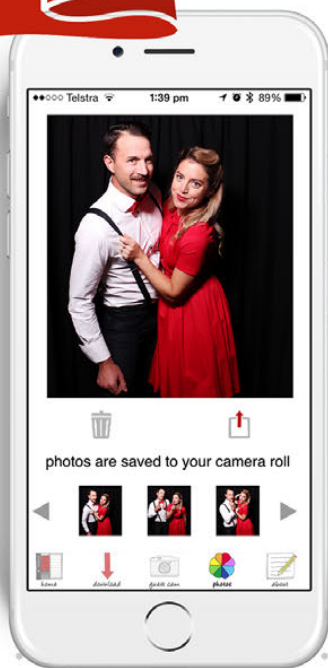
Snap a selfie or another photo you can repeat again and again. Collect your Guest Cam print from the booth.

Step Four

Put the print you just collected into the photo and snap another. And repeat....and repeat....and repeat! How creative can you get and how many can you do?!



Why use an App?



Q: WHY AN APP INSTEAD OF MY GUESTS TEXTING OR EMAILING PHOTOS TO THEMSELVES FROM THE PHOTO BOOTH?

A: We're so glad you asked! There's a few reasons! Part of our promise to our customers is that their guests will get as many photos and digital experiences as the booth can pump out. One way we can deliver on this is to make sure the queue for your booth is as efficient as possible which means people having fun going in and people having fun coming out, in quick succession! Photo booths that offer photo sharing via text or email require guests to enter their phone number or email address via the touch screen. All sounds great in theory doesn't it? Except in our experience in over 17,000 events, we've witnessed first hand the reality of guests forgetting their email address and multiple guests from one session trying to enter their details while those in the queue wait. Then, toward the end of the evening, guests with a few trips to the bar under their belt trying to remember their phone number!

Our app removes these points of friction by allowing guests that have left the booth to move away from the area and download their experiences in their own time. No long queues, no frustrated Auntie Pat and all the time in the world the next day or the next month to download their photo booth fun!



Each Friday, In the Booth will post one awesome image from each event we've attended in the previous week in a 'Best in Booth' album on our Facebook page. Vote for your favourite by 'liking' that image. At the end of the week, the image with the most 'likes' wins - and one lucky In the Booth customer wins a \$100 movie gift voucher! Make sure you check out our Facebook page and get your friends and family voting for your favourite image!



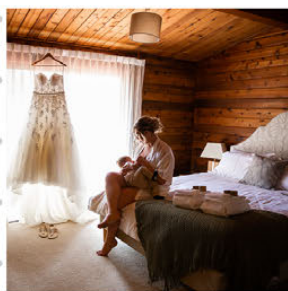
Real Weddings



Bryan & Zarah

9th of November 2019

...Our beautiful day was simple but elegant. We were surrounded by so much love and support, wouldn't have dreamed for a more perfect day...



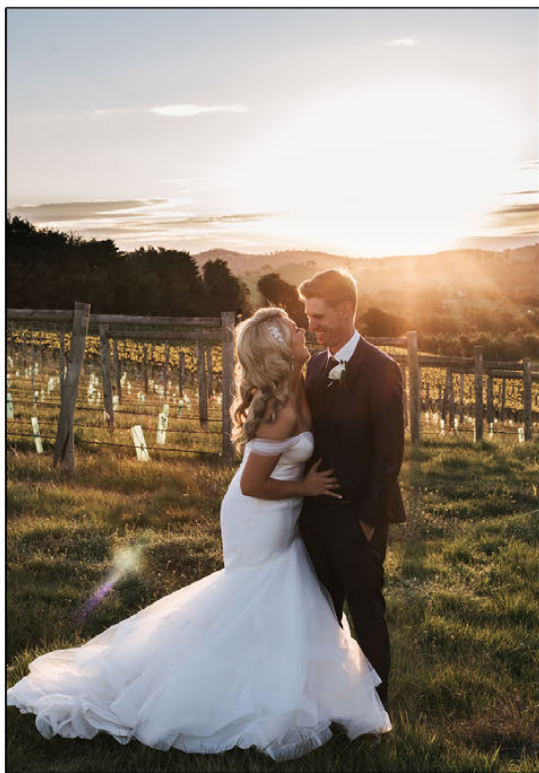
Venue woodstockwine.com.au **Photography** elisemeznerphotography.com

Cake tealiciouscakes.com.au **Videographer** sugacoatit.com



Bryan & Zarah's guests get boothed!





Andrew & Sarah

13th of October 2019

...Most important part of our day was having all of our precious family members there. We had family fly interstate from all over Australia to be with us on our wedding day. We had our 90 year old grandparents come and watch us get married which was such a precious moment we will forever cherish. We made our wedding uniquely ours by having the smallest personal touches like personalised golf balls for guests (my husband is a pro golfer and so were a lot of our guests)....



Venue immerse.com.au **Photography** ariaphotography.com.au
Celebrant marriedbydamon.com **Entertainment** lilyroad.com.au



Andrew & Sarah's guests get boothed!

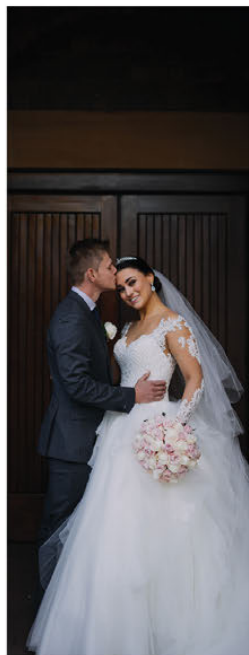




Matthew & Emma

24th of August 2019

...The most important part of our day was of course signing our wedding certificate and officially being married, followed closely by making our wedding day an enjoyable and memorable night for everyone there! We didn't have a strict theme. We had classy tones of gold, black, white and crystal. In the Booth definitely added to our night and it fit in perfectly with the red curtain and glamorous backdrop that we chose. Our guests took so many funny photos and we had lots of positive comments...



Venue navarravenues.com.au **Photography** zeeandcee.com.au

Flowers lovelybridalblooms.com.au **Transport** broadwayweddingcarhire.com.au



Matthew & Emma's guests get boothed!

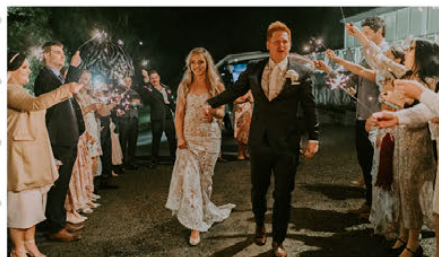
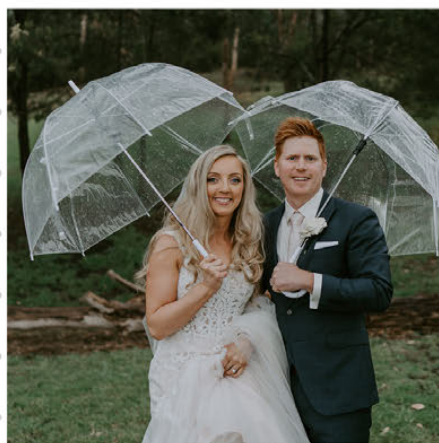
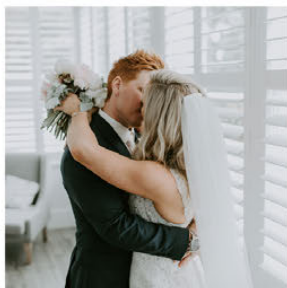




Nathan & Christine

8th November 2019

...Our day was filled with happiness, rainbows, rain, hail and shine.... but most of all LOVE! The wedding venue was styled beautifully in soft and romantic colours with statement floral pieces. There wasn't a dry eye during the heartfelt and thoughtful speeches. It wasn't long before our guests gave the dance floor and photo booth a good workout, which made for such a memorable & fun wedding...



Venue bramleighestate.com.au **Photography** howlettphotographyweddings.com

Stationery emmasmith.com.au **Cake** cremedelacakes.com.au



Nathan & Christine's guests get boothed!





CUSTOMER REVIEWS

Why book us? Simply put, you shouldn't without proper research! At In the Booth, we're firm believers that our past customers should speak louder than we do. Chat to your venue, speak to friends who have experienced our booths, stop by one of our public events or search for 'In the Booth' on easyweddings.com.au for over 400 reviews.



Roxanne R.



5 Dec 2019

We knew from the start we would be using In the Booth for our wedding, after having so much fun with them at previous functions. We are so happy we used their services. Ourselves and our guests had the best time. The booth attendant on the evening was very professional, courteous and helpful. The use of the app is amazing, and the planning was simple and straight forward. The regional owner of our Booth in the Sunshine Coast was fast to respond to emails when we had questions, and we received all we were promised. We appreciate the fine touches, like the hand written card congratulating us on our marriage, and thanking us for using their services. I would highly recommend using In The Booth



Elisha D.



15 Nov 2019

Inthebooth are by far the best quality photobooth we found and the portal was so easy to use and comprehensive. The guestbook they provided was beautiful and the props non-cringy, they also allowed us to supplement with our own props. I love that guests could leave videos, GIFs, and take photos throughout the venue and have them printed in the booth. The company was so professional to deal with, they were all over the setup details and the attendant was friendly and chill. Our highlight reel and USB of photos has been posted already and it's not even a week later. Highly recommend these guys if you want to invest that little bit more into a quality booth with DSLR photos.



Eryn M.



7 Dec 2019

In the Booth was such a hit! Such a good decision. The guest book we walked away with at the end of the night was so amazing and showed how much every guest was loving the booth. The fact that the booth is closed really helped to make it seem more appropriate for our venue space and gave people the freedom to feel extra silly and pull people in who may otherwise may not have used a photo booth. The guest cam was awesome for getting selfies and other action shots immediately printed out- so cool. Brett the attendant was so friendly, helpful and polite it was a wonderful experience from start to finish. I spent a long time before my wedding looking for a photo booth and I would absolutely recommend In the booth.

easy weddings

PLANNING TOOLS

FIND SUPPLIERS

WED

in the booth



In The Booth

★★★★★ (445)

in Wedding Photo Booth

EAS

step right up to



In the Booth



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