

FOR IMMEDIATE RELEASE

THREE POWERFUL NATIONAL WEDDING-INDUSTRY LEADERS TO CONVERGE AT HARRAH'S RESORT ATLANTIC CITY

Sara Margulis of Honeyfund joins Stacy Blackwell of Wedding Show Producers International and Veronica M. Foster of the Association of Bridal Consultants at Plan It Expo's September 27 Poolside Wedding Experience

ATLANTIC CITY, N.J. - Three prominent national women leaders representing wedding-show production, professional wedding planning and honeymoon funding will attend Plan It Expo's inaugural Poolside Wedding Experience on Sunday, September 27, 2026, from 1:00 to 5:00 p.m. at Harrah's Resort Atlantic City.

Sara Margulis, Co-founder and CEO of Honeyfund; Stacy Blackwell, Managing Director of Wedding Show Producers International (WSPI); and Veronica M. Foster, MWP, President of the Association of Bridal Consultants (ABC), will join engaged couples, wedding professionals, travel specialists and industry leaders for this immersive wedding and celebration experience presented around Harrah's spectacular indoor pool.

"Bringing Sara, Stacy and Veronica together in Atlantic City creates a rare concentration of national leadership and experience," said Joseph Andretta, President of Plan It Expo and Past Managing Director of WSPI. "Each represents a different but essential part of the wedding journey, and their presence demonstrates the significance of what we are building for couples and professionals."

STACY BLACKWELL: A LEADER IN THE WEDDING-EXPO INDUSTRY

Blackwell leads WSPI, a global community dedicated to strengthening the wedding-show industry through education, collaboration, professional development and shared resources. Since 2009, Stacy and her family have produced New Mexico's largest wedding expos, giving her extensive expertise in show production, exhibitor success and consumer engagement.

VERONICA M. FOSTER: ELEVATING PROFESSIONAL WEDDING PLANNING

Foster is President of ABC and a Master Wedding Planner with more than two decades of experience, from intimate celebrations to large-scale events exceeding 1,500 guests. A certified Gold Sandals Wedding Specialist and Weddingmoon Specialist, she brings specialized knowledge of destination weddings, honeymoons and romance travel while advancing education and professional development throughout ABC's international community.

SARA MARGULIS: TRANSFORMING HOW COUPLES FUND THEIR DREAMS

Margulis is Co-founder and CEO of Honeyfund, the pioneering honeymoon and experience registry she launched in 2005. With a background in online marketing and customer service and an MBA in marketing from Golden Gate University, she helped turn a personal honeymoon-funding idea into a nationally recognized wedding brand.

Her winning appearance on the television series Shark Tank in 2014 propelled Honeyfund and Margulis onto the national and international stage. She has since become a widely recognized voice on weddings and honeymoons, personal finance, entrepreneurship, motivation and women in business. Honeyfund's involvement at Harrah's will include a special vacation giveaway and a direct connection to the event's destination-romance programming.

THREE LEADERS, ONE CONNECTED VISION

The three leaders embody the event's emerging "Dream It. Plan It. Fund It." initiative. Plan It Expo and its Destination Romance & Travel Pavilion will inspire couples to explore extraordinary wedding and honeymoon possibilities; ABC professionals will help them create a sound plan; and Honeyfund will demonstrate how friends and family can help turn those plans into meaningful experiences.

Foster's participation will highlight the new collaboration between Plan It Expo and ABC. ABC wedding professionals and Destination Romance Ambassadors will connect with couples, provide planning guidance and participate in educational and interactive experiences, including an expert panel and Advice Lounge.

The event will also introduce Plan It Expo's Destination Romance & Travel Pavilion, bringing together destination wedding specialists, honeymoon experts, resorts, cruise professionals and travel-industry partners. Margulis's presence adds a nationally recognized funding and registry perspective to that destination-romance conversation.

A POOLSIDE EXPERIENCE BUILT AROUND DISCOVERY

The Poolside Wedding Experience is an immersive alternative to a traditional wedding expo. Approximately 50 carefully selected wedding and lifestyle businesses will be joined by live entertainment, fashion presentations, food and beverage experiences, interactive attractions, VIP experiences, giveaways and destination-romance opportunities.

"This is more than a wedding show," Andretta said. "It brings respected organizations, innovative companies, influential leaders and outstanding wedding professionals together around one goal: giving couples an exciting, useful and memorable planning experience."

ABOUT PLAN IT EXPO

Plan It Expo has produced more than 1,800 wedding events across eight states during its 37-year history, connecting thousands of wedding professionals with engaged couples actively searching for products, services, venues and inspiration.

EVENT INFORMATION

Event	The Poolside Wedding Experience
Date	Sunday, September 27, 2026
Admission	VIP: 12:30 p.m. General Admission: 1:00-5:00 p.m.
Location	Harrah's Resort Atlantic City, Atlantic City, New Jersey

Tickets, exhibitor opportunities and sponsorship information: www.planitexpo.com

MEDIA CONTACT

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