

# Bridal Packages

The **NATIONAL WEDDING** Show



At our events in 2019, a remarkable **83.2% of our brides** had not yet purchased their wedding dress. This represents a significant opportunity for bridal retailers up and down the UK to meet face to face with their **precise target market in an exciting, live environment.**

We wanted to create packages that made this opportunity as easy as possible for our bridal clients – packages which are all-in, considered and (most importantly) deliver **serious return on investment**, regardless of your available budget.

“We love the National wedding show as we always meet such lovely brides that we would definitely not have met without exhibiting. They travel to come and see us from all over the country and as a small family run business, it gives us a brilliant opportunity to showcase our store to a wider audience.”

**The Wedding Rooms, Kidderminster**

## SILVER

£ **£1,500 + VAT**

✂ Size: 5 x 2 = 10m<sup>2</sup>

🚪 Changing Room: 1 @ 2m x 1m

👗 Rails: 3m

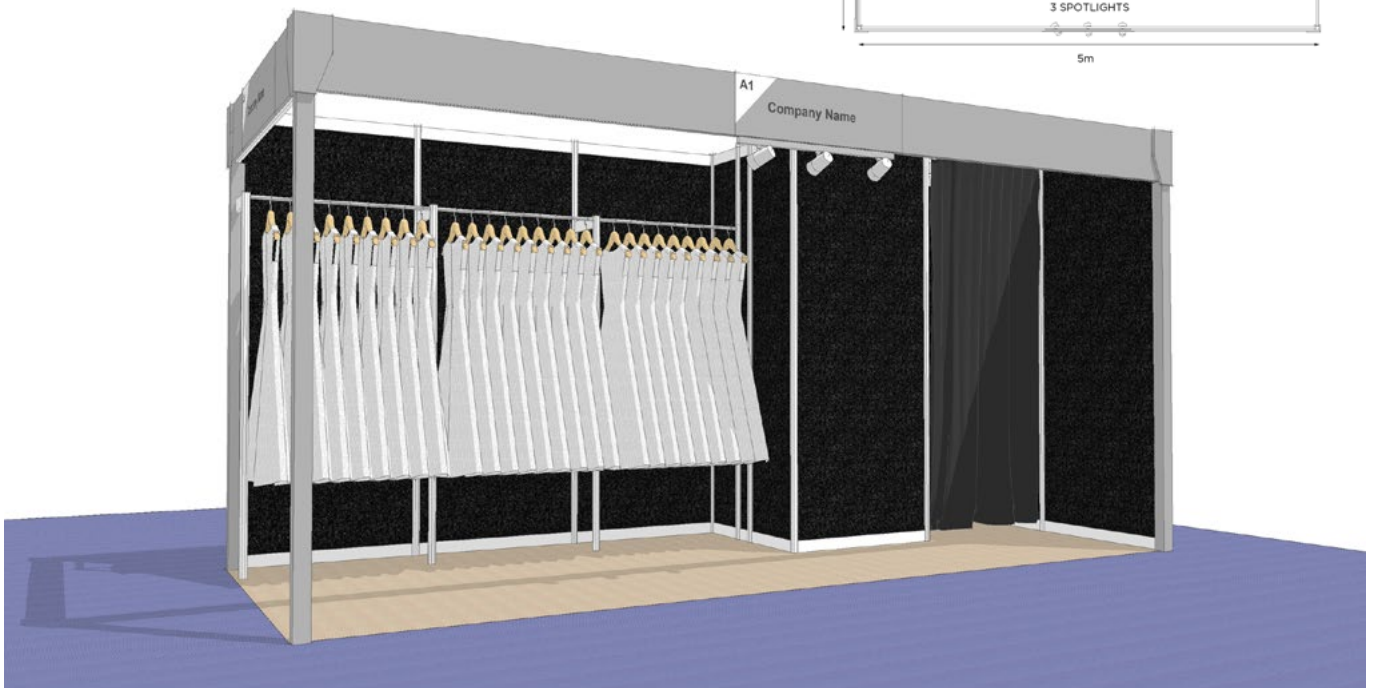
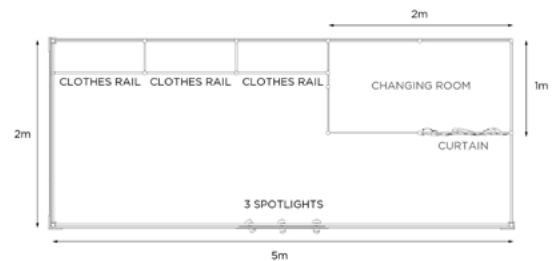
💡 Spotlights: 3

🗺 Dedicated support & advice from our in-house team at Ocean Media and our external agency at Ways & Means Events

🍵 Access to the Exhibitor Lounge for the duration of the event, with unlimited tea & coffee

### Marketing support includes:

- 1 x pre-show e-newsletter slot (c.50k on full database)
- 1 x pre-show e-newsletter slot to pre-reg visitors (list size varies per show)
- Social Media coverage – competitions, special offers and product imagery can be promoted across our channels (375k followers)
- Online Exhibitor Profile on The National Wedding Show website
- Feature your at-show offer on 'Special Offers' section of our website
- Opportunity to gain coverage on our blog – send your press releases to the marketing team
- 20 x complimentary tickets for your best/potential customers
- A-Z listing in our beautiful printed Show Guide



## GOLD

£ £3,000 + VAT

✂ Size: 5 x 5 = 25m<sup>2</sup>

👠 Catwalk: 1 x half catwalk scene of 4 models each

👤 Changing Room: 2 @ 2m x 1.5m

👗 Rails: 8m

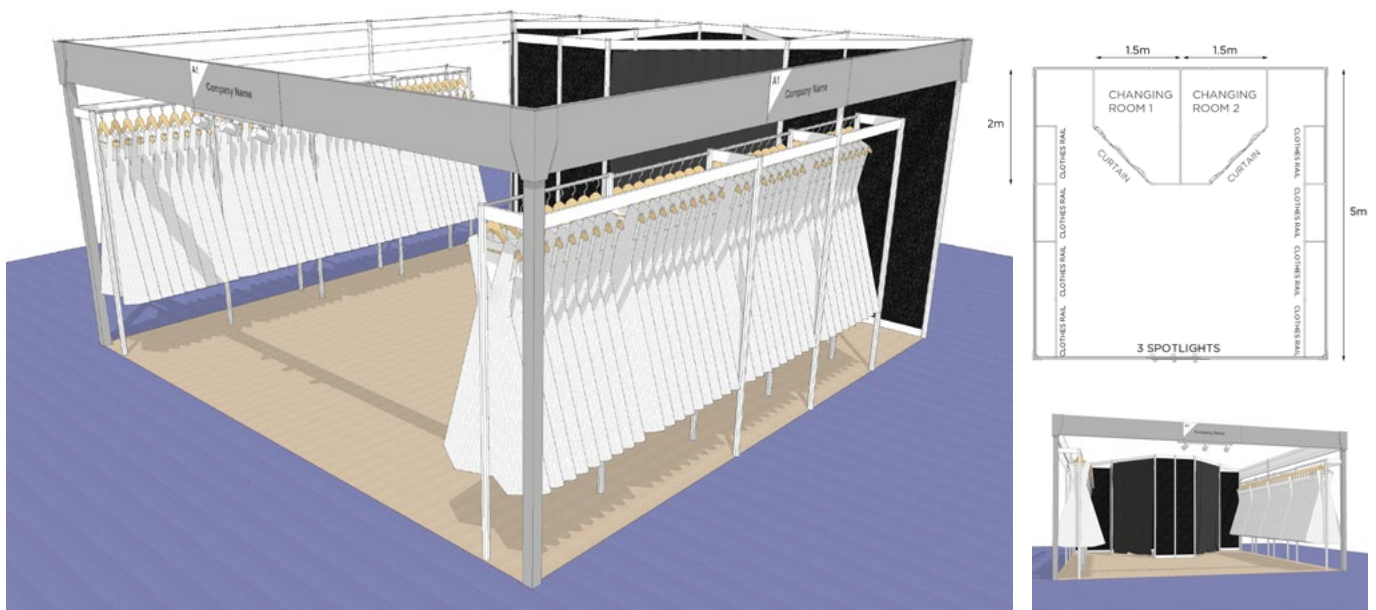
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- 1 x pre-show e-newsletter slot (c.50k on full database)
- 1 x pre-show e-newsletter slot to pre-reg visitors (list size varies per show)
- Social Media coverage
  - 1 x feature in Facebook album post for bridalwear
  - 1 x mention in Instagram story on bridalwear
  - Opportunity to feature competitions special offers & product imagery across our social channels (375k followers)
- Online Exhibitor Profile on The National Wedding Show website
- Boutique name to feature on 'Find Your Dream Dress' page
- Feature your at-show offer on 'Special Offers' section of our website
- Opportunity to gain coverage on our blog – send your press releases to the marketing team
- 25 x complimentary tickets for your best/potential customers
- A-Z listing in our beautiful printed Show Guide



## PLATINUM

£ **£5,000 + VAT**

Size: 10 x 5 = 50m<sup>2</sup>

Catwalk: 1 x full catwalk scene of 6 models

Changing Room: Four 1.5 m x 2.5m changing rooms (or two larger changing rooms)

Rails: 13m rails

Spotlights: 4

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- 1 x pre-show e-newsletter slot (c.50k on full database)
- 1 x pre-show e-newsletter slot to pre-reg visitors (list size varies per show)
- Social Media coverage
  - 1 x dedicated Instagram story
  - 1 x dedicated Facebook post
  - opportunity to feature competitions special offers & product imagery can across our social channels (375k followers)
- Premium Online Exhibitor Profile on The National Wedding Show website
- 1 x 'Exhibitor of the Week' slot on website homepage
- Boutique name to feature on 'Find Your Dream Dress' page
- Feature your at-show offer on 'Special Offers' section of our website
- Opportunity to gain coverage on our blog – send your press releases to the marketing team
- 30 x complimentary tickets for your best/potential customers
- 5 x VIP tickets for your best/potential customers
- Confirmed bridal appointments per day pre show – we can deliver up to 6 brides per show day via exclusive pre-show appointment booking system
- Enhanced A-Z listing in our beautiful printed Show Guide

