



The NATIONAL  
WEDDING Show

# The NATIONAL WEDDING Show

## *Sales Brochure*

### **SPRING 2020**

**OLYMPIA LONDON**  
14-16 FEBRUARY

**NEC BIRMINGHAM**  
28 FEBRUARY-1 MARCH

**EVENTCITY MANCHESTER**  
14-15 MARCH

**EXCEL LONDON**  
4-5 APRIL

### **AUTUMN 2020**

**OLYMPIA LONDON**  
19-20 SEPTEMBER

**NEC BIRMINGHAM**  
27-29 SEPTEMBER

**EXCEL LONDON**  
17-18 OCTOBER

**MANCHESTER CENTRAL**  
31 OCTOBER-1 NOVEMBER

**THE UK'S LEADING  
WEDDING SHOWS**

# THE AUDIENCE



Each year UK weddings are worth **£10 billion**



There are over **250,000 marriages** in the UK every year



**70%** are aged 25-34



**70%** with a wedding date in the next 1-2 years



Average joint income of **£69k**



**67%** of attendees will not attend any other wedding shows this year



Average wedding budget



**58%** of our visitors are brides/grooms-to-be



Source: Hitched W.I.F.E [www.hitched-wife.org](http://www.hitched-wife.org)  
Source: NWS visitor survey Spring 2017

# For My BrideTribe

## WHY EXHIBIT?

As the UK's leading wedding events, The National Wedding Shows present a valuable opportunity for you to engage with over 85,000 visitors each year from across the country.

### Key Benefits

- Direct exposure to a large, targeted and receptive AB1 audience (who have paid to be there!).
- Opportunity for immediate ROI through at-show sales.
- Capture lucrative visitor data for future marketing.
- Engage with visitors in a fun and vibrant atmosphere.
- Gain valuable customer feedback and build awareness of your brand.
- The perfect place for product sampling to a highly engaged audience.

With over 25 years of experience in the industry, our team are the best in the market when it comes to delivering quality, premium wedding exhibitions.

Exhibiting at the National Wedding Show is a no-brainer! Being able to have access to the sheer number of brides attending has massively boosted our sales, and has made us the successful business we are today."

The Distractions

# AROUND THE SHOW

Our collection of exciting show features add extra value for visitors, and offer real inspiration for planning. We deliver everything from advice platforms and DIY workshops, to fashion shows and an exclusive VIP experience.

Align yourself with one of our key feature areas through tailored sponsorship packages to maximise your brand's exposure in an interactive and engaging way.



The Style Stage



The Catwalk



Inspired Bakes



Champagne Bar



The VIP Lounge



The Inspiration Lab



New Talents



Cocktail Crafting

\*Some features vary depending on individual show locations.



thenationalweddingshow [Follow](#)  
 3,105 posts 52.4k followers 1,582 following

The National Wedding Show  
 The UK's biggest wedding show, featuring 300+ experts. Newcastle: 26-27 Jan  
 London: 15-17 Feb & 13-14 Apr, Birmingham: 1-3 Mar, Manchester: 9-10 Mar  
[bit.ly/2tE0gFG](http://bit.ly/2tE0gFG)



# MEDIA SUPPORT

As a key show partner you will benefit from our multi-platform marketing & PR campaign that reaches 100,000's pre and post-show.

**E-shots**  
 Regular e-newsletters sent to targeted segments of our 120,000 strong database of couples.

**Social Media**  
 Reach an audience of 350,000+

**Event Website**  
 Attracting on average 56,000 unique users per month.

**National & Regional Press** –  
 Newspaper coverage, radio, television and outdoor media.



**Official Show Guide**  
 The essential guide to the exhibition, distributed to every visitor both onsite and online.

**Key Bridal Press**  
 Our print advertising and featured editorial extends across all the leading national and regional bridal publications, as well as the top online wedding blogs.

# NEC BIRMINGHAM

The Midlands' finest wedding exhibition, staged in one of the largest and most accessible exhibition venues in the world.

As the busiest event in our portfolio, the NEC Birmingham National Wedding Show presents an unrivalled opportunity to meet with a huge, targeted audience, all under one roof over a 3 day weekend.

## The Details

### Dates

Spring: 28 February-1 March

Autumn: 27-29 September

### Catchment Area

Midlands

(many visitors from Birmingham, Warwickshire, Worcestershire, Shropshire)

### Footfall

13,000 visitors per show



“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

# EVENTCITY MANCHESTER & MANCHESTER CENTRAL

The only wedding show you'll need to attend in the North West of the UK.

Our Manchester National Wedding Shows are regarded as the best and busiest in the region, delivering thousands of affluent Northern brides and grooms over the two day events.

## The Details

### **Dates**

Spring: 14-15 March

Autumn: 31 October-1 November

### **Catchment Area**

North West

(many visitors from Manchester, Lancashire, Cheshire, Cumbria, West Yorkshire)

### **Footfall**

7,000 visitors per show

**“The National Wedding Show has been an amazing platform to showcase our business in the North. The quality of brides has been excellent, and I would highly recommend it to anyone looking to grow their business. The team are also superb and will support you all the way.”**

Qube Events

# EXCEL LONDON

Housed in one of the UK's most innovative and best-connected exhibition venues, our ExCeL London event is a real must-attend for brides and wedding suppliers alike.

Its London location is ideal for brides from across the South and our ticketing structure ensures only the best quality of audience attend.

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## The Details

### Dates

Spring: 4-5 April

Autumn: 17-18 October

### Catchment Area

London & South East  
(many visitors from Essex,  
Hertfordshire, Kent)

### Footfall

9,000 visitors per show



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**“We really enjoy exhibiting at the National Wedding Show at Excel; it’s always very well organised, great fun and most of all, there’s a wonderful atmosphere. It’s a great way to meet couples and each year just gets better and better for us and our business.”**

Lightdraw Photography

# OLYMPIA LONDON

Serving the UK wedding market for over 15 years, The National Wedding Show at Olympia London truly represents an outstanding opportunity for all exhibitors and partners involved.

With its beautiful West London location attracting a discerning audience from across London and the Home Counties, the show is an ideal platform for perfectly showcasing your brand.

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## The Details

### **Dates**

Spring: 14-16 February

Autumn: 19-20 September

### **Catchment Area**

London & South East

(many visitors from Sussex, Surrey, Oxfordshire, Berkshire, Hampshire & Hertfordshire)

### **Footfall**

11,500 visitors per show



“We exhibit at the Spring and Autumn Olympia Show regularly – 13 shows to date, and we’ve booked in for next year. It is a long term strategy that has brought excellent results to my couture business.”

Elizabeth Bessant

## WHAT'S INCLUDED

**Exhibitors at the National Wedding Show are given a professional Shell Scheme set up with walls, carpet and a name board, allowing you to create a real pop-up boutique that effectively promotes your services with style.**

### **Our clients also benefit from:**

- Dedicated Account Manager to help with any questions you might have in the lead up to the event.
- Marketing support, including potential coverage on our blog and e-newsletter campaign (c.160k on full database).
- Social Media coverage – competitions, special offers and product imagery can be promoted across our channels (375k followers).
- A-Z listing in our beautiful printed Show Guide.
- Online profile on The National Wedding Show website.
- 20 x complimentary tickets for your best/potential customers (worth £400).
- Access to the Exhibitor Lounge for the duration of the show, with unlimited tea & coffee.



## OUR PORTFOLIO

The **NATIONAL  
WEDDING** Show



CONDE NAST  
**BRIDES  
THE  
SHOW**

**CONFETTI**  
Celebrate in Style

THE  
**DESTINATION  
WEDDING &  
HONEYMOON**  
SHOW

**BRIDELUX™**

THE  
**HARROGATE BRIDAL**  
SHOW

**LBFW** LONDON  
BRIDAL  
FASHION  
WEEK 2019

**WHITE GALLERY**

**WEDDING**  
**STYLE**  
COLLECTIVE

**BRIDAL**  
BUYER

**CONFETTI SHOP**  
PARTNERED WITH WEDDINGSTAR

**Ocean Media have been successfully serving the UK Weddings and International Bridal market for over 25 years, with a mix of premium consumer and trade events and publications.**

In 2019, our portfolio will consist of 14 large-scale events, presenting over 3,000 wedding suppliers to an audience of over 100,000 visitors.

We have absolute oversight and knowledge of the wedding market, and this places us in an unrivalled position to deliver the UK's most significant exhibitions, providing real return for our clients.

For more information on our full portfolio visit [oceanmedia.co.uk](http://oceanmedia.co.uk)



## GET IN TOUCH

To be part of our portfolio of unmissable wedding events, call or email us today to ask about stand availability and how to book.

We'd love to talk to you about how the National Wedding Shows can help grow your business.

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**Laura Harrison**

Group Show Manager

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“At the National Wedding Shows, we really do believe there is no better route to market than live events. Meeting face-to-face with your potential clients is an unparalleled opportunity which, if executed well, can be an incredibly lucrative marketing strategy. Being able to interact directly with your end user and build a sense of trust and bonding is a really powerful form of advertising.”

Laura Harrison, Group Show Manager

**OCEAN  
MEDIA  
GROUP**

TOGETHER WE SUCCEED