

THE HARROGATE
BRIDAL
SHOW

Sales

Exhibiting
Information
2018

9 - 11 SEPTEMBER 2018

HARROGATE CONVENTION CENTRE

For stand availability and to reserve
your stand contact
georgia@bridal-uk.com




















The UK's leading *Bridal trade show*

The Harrogate Bridal Show has been the leading trade show in the bridal sector for over 30 years. Widely acknowledged as the biggest and most important trade exhibition in the UK, the show attracts almost 200 exhibitors and over 3500 visitors over three days. Attracting buyers and designers from across the UK and internationally, Harrogate is a prime location to build new business partnerships and strengthen current ones.

This is the best possible platform to present your collections to the world of bridal.



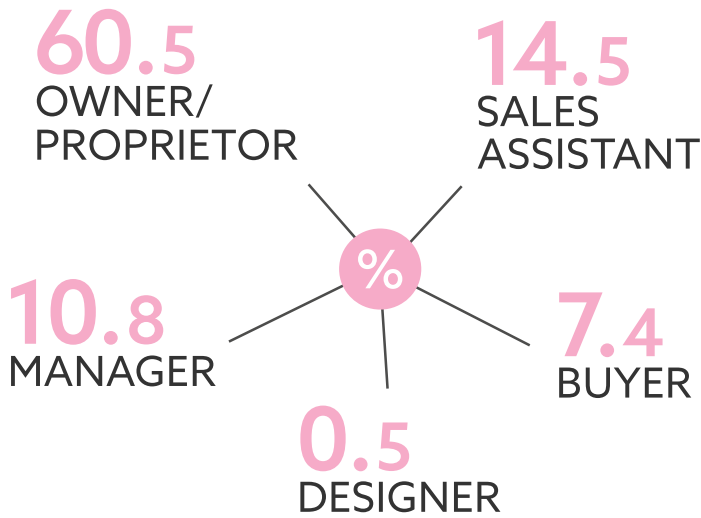
Who should exhibit?

-  BRIDALWEAR MANUFACTURERS
-  BRIDALWEAR DESIGNERS
-  BRIDAL HEADDRESSES
-  VEILS
-  HATS
-  SHOES
-  MEN'S FORMALWEAR
-  BRIDESMAIDS
-  MOTHER OF THE BRIDE
-  EVENINGWEAR
-  PROM
-  JEWELLERY
-  ACCESSORIES
-  LINGERIE & HOSIERY
-  SERVICES

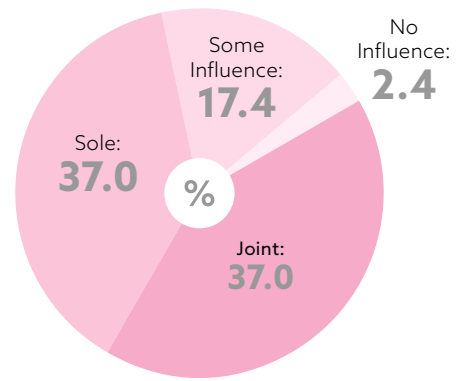


Why exhibit?

- 3 DAYS
- 3500+ ATTENDEES
- 180+ EXHIBITORS
- 350+ BRANDS
- 10% INTERNATIONAL ATTENDANCE

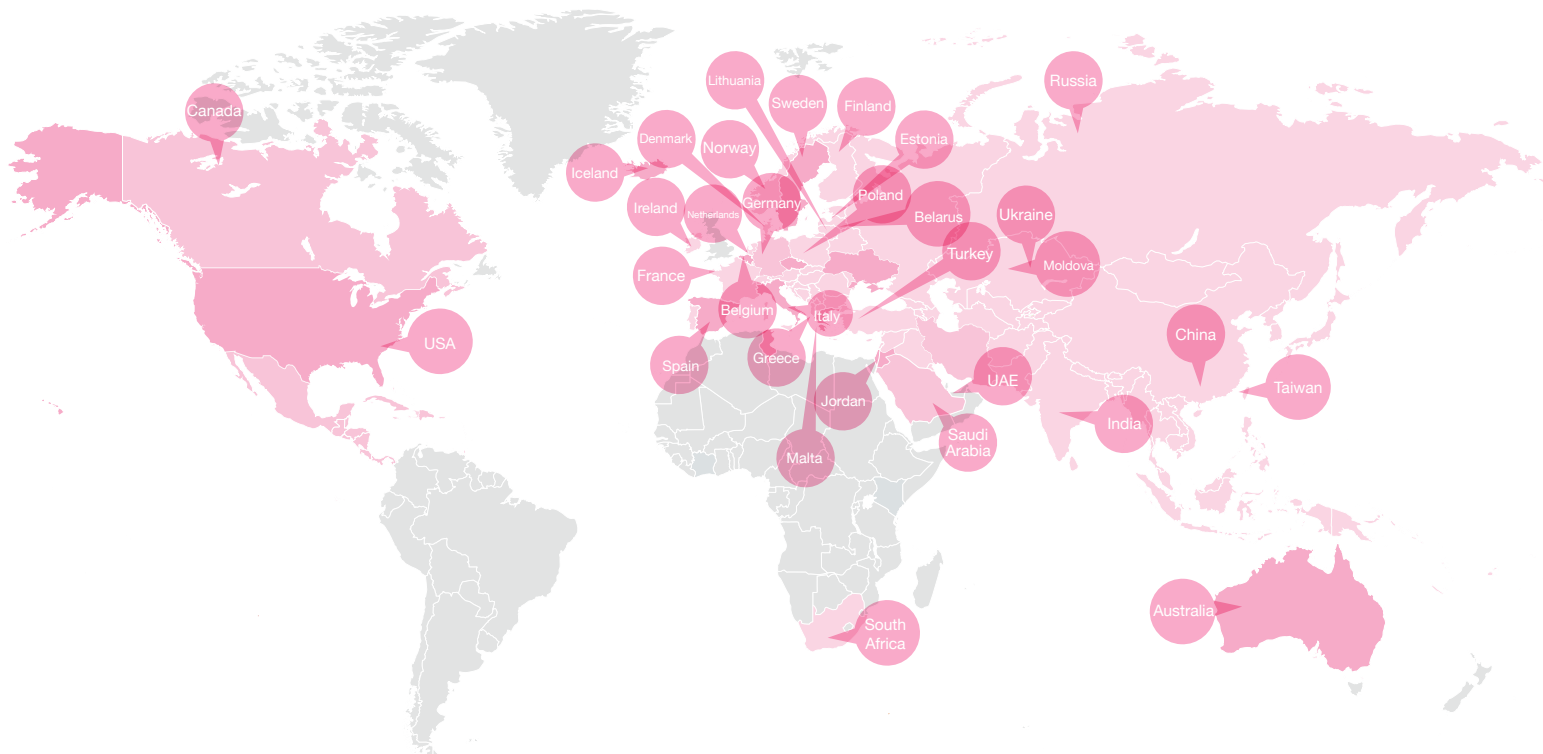


— Purchasing Responsibility —



A truly international show

The Harrogate Bridal Show is attended by the majority of the bridal retailers in the UK, along with retailers from all over the world.



Marketing & PR *Support*

The sooner you sign up for the show, the sooner you can take advantage of the extensive marketing and PR support that you're entitled to as part of your exhibitor package.

Advertising

Ocean Media Group publish the UK's market leading bridal trade publication, Bridal Buyer. The shows are promoted extensively throughout the year through advertisements, inserts, features, news, show previews and reviews. We also run promotions with a number of UK and overseas media publications.



Online

As an exhibitor you will be listed on The Harrogate Bridal Show website. You'll also have the opportunity to purchase an enhanced listing within our bridalbuyer.com directory - there is a direct link from the exhibition website to bridalbuyer.com for companies that have an enhanced entry. Launched in May 1991, the Bridal Buyer magazine has been serving the industry for over 25 years. To potentially increase footfall to your stand at the show by advertising in Bridal Buyer or on bridalbuyer.com, contact Nardene Smith today on +44 (0) 20 7772 8317



Email

Regular emails are sent out to our bridal database in the run-up to the exhibition, encouraging pre-registration and providing updated show information. The show and its exhibitors are also promoted in regular email newsletters from Bridal Buyer.



Direct Mail

Our direct marketing campaign promotes the show throughout the year to over 2000 bridal buyers in the UK. There is an opportunity for you to promote your presence at the show, either by submitting images for inclusion or by supplying your data for mailing.



PR

Press releases are distributed to all relevant UK and overseas trade publications to achieve maximum coverage for the show and its exhibitors. You will have the opportunity to send your press releases to our online press office, which is accessed by members of the press prior to, and after the show, by publications from around the world.

VIP Guests

All exhibitors have the opportunity to nominate both UK and overseas retailers for VIP status, as well as for free accommodation.

Show Guide

The show guide is distributed free to all visitors. As an exhibitor you will be included in the exhibitor listings, which have full contact details for each exhibitor.





Sponsorship

Support

There are a number of sponsorship and marketing opportunities at the exhibition, which will help promote your brand and encourage people to visit your stand.

Runway Show Headline Sponsor

The highest profile sponsorship at The Harrogate Bridal Show. Over the course of the show there are 9 runway shows, all of which will feature your company's branding.

£5,500 + VAT

Champagne Bar

Offering complimentary champagne over the lunchtime period. The sponsor will have the opportunity to display promotional material, have their logo included on the signage, in all the pre-show marketing and on the website.

£1,750 + VAT

VIP & Overseas Buyers Lounge

Offering complimentary refreshments throughout the day. The lounge will be branded with the sponsor's logo, brochures/information can be placed on the tables and the sponsor will have the opportunity to provide a small display.

£1000 + VAT

Carrier Bags

Produce and supply carrier bags for distribution at the exhibition. Bag dispensers will be at the entrance to the show.

£3,000 + VAT

Lanyards

All buyers receive a lanyard with their badge which they are required to wear at all times while at the show.

£2,000 + VAT



Pens

All buyers and exhibitors receive a complimentary pen on entering the exhibition.

£1,000 + VAT

'You are here' sign

Your logo will feature on the sign, which is located at various strategic points throughout the exhibition on large poster boards, showing visitors their present location on the hall plan.

£500 each + VAT

Poster Sites

Throughout the exhibition halls there are various poster sites available, with sizes up to 60" x 40".

£250 + VAT

Exterior Banners

The Harrogate Convention Centre has a number of banner sites which run down the side of the building and provide a great branding opportunity; not only to visitors of the show but also to the general public!

£600 each + VAT

Hall M Window Banner

Book a huge banner site in Hall M to ensure your brand stands out from the crowd. This huge banner site will ensure you are the first brand people notice as they approach the show.

Pictures and costs on request.



Rate Card

2018

Having a presence at The Harrogate Bridal Show allows you to meet and gain exposure to over 3,500 bridal buyers from the UK, Europe and the rest of the world.

STAND/BOOTH PACKAGE

The Harrogate Bridal Show £235 per m²

Prices are subject to VAT unless invoiced outside the UK

THE ABOVE PRICE INCLUDES:

- Shell build with walling and fascia to all open sides
- One standard spotlight for every 3 full square metres of shell
- One metre of garment rail for every 5 full square metres of shell
- Illuminated brand name
- Carpeting throughout
- Listing for each of your collections in the show guide
- Free invitations to send to your customers
- Full marketing support
- Stand cleaning
- Overnight security from Saturday



Insurance

In order for us to comply with Health & Safety initiatives, exhibitors must prove they have a minimum insurance before they gain access to the venue. £125 + VAT will be charged for this service. However if you have company insurance all you have to do is send evidence of your insurance back with a signed contract and, if adequate, we will issue you a credit note.

IMPORTANT NOTES:

- 1 There is a minimum size stand of 12m² for gowns and 6m² for accessories
- 2 Due to fire regulations, we are required to maintain a minimum aisle width and therefore garment rails on the perimeter of your stand will be inset and not fixed flush with the front of your stand.
- 3 There is no facility for the storage of boxes etc. in the exhibition halls. Exhibitors should make their own arrangements for the storage of such items.
- 4 The above electricity charge relates to consumption for normal stand lighting and does not apply to special lighting for rigs for fashion shows etc. where additional charges will be made.
- 5 Exhibitors who plan to play music on their stands must pay a licence fee to Phonographic Performance Ltd. who run the mechanical copyright on most music. Please ask for details.



Electricity

There is a cost for electricity consumption which is automatically added to the contract depending on the stand size.

up to 14m ²	£90 + VAT
15 - 29 m ²	£100 + VAT
30 - 44 m ²	£115 + VAT
45 - 75 m ²	£170 + VAT
76 - 99 m ²	£200 + VAT
100m ² and over	£250 + VAT

FOR STAND AVAILABILITY AND TO RESERVE YOUR STAND CONTACT GEORGIA@BRIDAL-UK.COM