



# *The* **NATIONAL WEDDING** *Show*

## **SALES BROCHURE**

### **AUTUMN 2018**

**21-23 SEPTEMBER**  
OLYMPIA LONDON

**28-30 SEPTEMBER**  
NEC BIRMINGHAM

**13-14 OCTOBER**  
EXCEL LONDON

**27-28 OCTOBER**  
MANCHESTER CENTRAL

### **SPRING 2019**

**15-17 FEBRUARY**  
OLYMPIA LONDON

**1-3 MARCH**  
NEC BIRMINGHAM

**9-10 MARCH**  
MANCHESTER EVENTCITY

**13-14 APRIL**  
EXCEL LONDON

THE UK'S  
LEADING  
WEDDING  
SHOWS

# The Opportunity



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



The average time  
spent planning  
a wedding is  
**12 months**

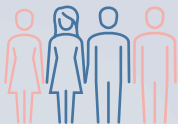


There are over  
**250,000**  
**marriages**  
in the UK every year



**89%** of couples  
plan on going on  
a honeymoon or  
mini-moon

Who paid for the wedding?



**38%**

family + couple



**45%**

the couple



**10%**

the parents





## The National Wedding Show Audience



**70%**  
are aged 25-34



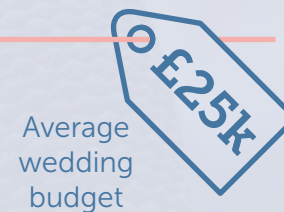
**70%**  
with a wedding date  
in the next 1-2 years



Average joint  
income of **£69k**



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



Average  
wedding  
budget



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



**88%** are in ABC1  
socio-economic band

# Around the show

Our collection of exciting Show Features add extra value for visitors, and offer real inspiration for planning.



The Catwalk



The VIP Lounge



The Inspiration Lab



The Style Stage



Inspired Bakes



Cocktail Crafting



Champagne Bar



New Talents



Example floorplan

Entrance

# For My BrideTribe



**"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

## Why Exhibit?

As the UK's leading wedding events, The National Wedding Shows present a valuable opportunity for you to engage with over 80,000 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 your 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.

# London Olympia

Serving the UK wedding market for over 15 years, The National Wedding Show at London Olympia 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.

## The Details

### **Dates**

Autumn: 21-23 September 2018

Spring: 15-17 February 2019

### **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



**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

## Birmingham NEC

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 Birmingham NEC National Wedding Show presents an unrivalled opportunity to meet with a huge, targeted audience, all under one roof and in just one weekend.

### The Details

#### **Dates**

Autumn: 28-30 September 2018  
Spring: 1-3 March 2019

#### **Catchment Area**

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

#### **Footfall**

13,000 visitors per show

# Manchester Central & EventCity

The only wedding show you'll need to attend in the North 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**

Autumn: 27-28 October 2018

Spring: 9-10 March 2019

### **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 to anyone looking to grow their business. The team are also superb and will support you all the way."**

Qube Events



**"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

# London ExCeL

Housed in one of the UK's most innovative and best-connected exhibition venues, our London ExCeL 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.

## The Details

### **Dates**

Autumn: 13-14 October 2018

Spring: 13-14 April 2019

### **Catchment Area**

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

### **Footfall**

9,000 visitors per show

# 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 them to create a real Pop-up Boutique that effectively promotes their 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
- Social Media coverage – competitions, special offers and product imagery can be promoted across our channels
- 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



## Our Portfolio

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 2018, 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 some of the UK's most principal exhibitions, providing real return for our clients.

**The NATIONAL  
WEDDING Show**

*the  
Wedding Fair*

CONDÉ NAST  
**BRIDES  
THE SHOW** 2018

**CONFETTI**  
Celebrate in Style

THE  
**DESTINATION  
WEDDING &  
HONEYMOON**  
SHOW

**BRIDELUX™**

THE HARROGATE  
**BRIDAL**  
SHOW

**LBW** LONDON  
BRIDAL  
WEEK.2018

**WHITE GALLERY**

— WEDDING —  
**STYLE**  
• COLLECTIVE •

**BRIDAL**  
BUYER

**CONFETTI SHOP**  
PARTNERED WITH WEDDINGSTAR



## 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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**OCEAN  
MEDIA  
GROUP**

TOGETHER WE SUCCEED