

24 - 26 MARCH 2019

WHITE GALLERY

EXCEL LONDON



EXHIBITING INFORMATION 2019

EXPERTLY DESIGNED

White Gallery was created in 2009, to give high-end bridal designers a platform to present their upcoming collections to the world's most discerning retailers and press. Ten years on, it is firmly established as the ultimate destination for designer brands, luxury retailers and the fashion press.

White Gallery has become synonymous with luxury, prestige and exclusivity. It is a trading environment like no other, with a standard of excellence that remains unmatched by any event of its kind. Carefully curated, the show admits only those designers that have completed a detailed application form, and passed a rigorous vetting process.

The next edition of White Gallery will be held at ExCeL London - an award-winning exhibition venue in the heart of London, and widely regarded as one of the best in the UK. Co-located with London Bridal Fashion Week, retailers will have the comprehensive choice of being at the UK's largest bridal buying event, alongside the intimate buying environment of White Gallery.

WHITE GALLERY



OUR PROMISE TO YOU



1

A UNIQUE CONCEPT

White Gallery is the only bridal buying event in the world to exclusively feature high-end bridalwear and bridal accessories.

2

THE RIGHT AUDIENCE

Our attendees represent the world's most exclusive bridal retailers and press – bringing you face-to-face with your target audience.

3

A LUXURY ENVIRONMENT

White Gallery will continue to retain the calm and luxurious trading environment that it is known for.

4

FULL MARKETING SUPPORT

There's no one size fits all approach. We work with our exhibitors on an individual basis, to ensure that we support your participation in the most effective way possible.

5

PRESS ATTENDANCE

We partner with over 25 of the most influential publications in the bridal industry, to secure extensive coverage before, during and after the event.

“WHITE GALLERY HAS BECOME
SYNONYMOUS WITH LUXURY,
PRESTIGE AND EXCLUSIVITY.”

WHITE GALLERY

OUR REACH



INTERNATIONAL ATTENDEES

28%
International visitors



GLOBAL MEDIA COVERAGE

30+ UK & International
media partners



E-MARKETING

Weekly emails sent to
over 14,500 retailers



DIRECT MAIL

Direct mail campaigns
reaching over 5,000 UK &
International retailers



ONLINE

Over 1,500 unique
visitors to the website
every month



THE RIGHT AUDIENCE

60% of attendees have
sole or joint purchasing
responsibility

*Statistics based on White Gallery 2017



THE ESSENTIALS

VENUE

White Gallery will be held at ExCeL London, an award-winning exhibition centre, ideally located just 5 minutes from London City Airport. The venue has two onsite Docklands Light Railway stations, which connect the venue with key London locations, including Canary Wharf and Westfield shopping centre. The soon to be launched Elizabeth Line will also connect the venue with West London in under 20 minutes. 500 free car parking spaces have been secured for exhibitors and visitors to use while attending the event.

CATERING SERVICES

There are 20 fantastic catering outlets within ExCeL London, offering everything from a steak cooked to perfection, to freshly baked croissants from the on-site bakery. You'll find a diverse mix of independent eateries and well-known brands within the venue, and even more fantastic bars and restaurants just outside.

First-class hospitality and catering facilities are also available within the event, with a Champagne Bar, Cocktail Bar and VIP Lounge to name just a few.

MICE CONCIERGE

This year we will be working with a dedicated concierge team, who are on hand to make attending the event as easy and convenient as possible. MICE Concierge will be able to assist exhibitors and visitors with travel, accommodation and restaurant bookings.

We are also working closely with the MICE concierge team to arrange complimentary travel for bridal retailers across the UK and overseas, to make their journey to the show as convenient and comfortable as possible.

FASHION SHOWS

White Gallery will run a full fashion show programme alongside the exhibition, featuring a selection of the finest UK and international labels. This is the perfect opportunity to launch new collections, and as an exhibitor you will have the opportunity to book a full or half scene, or create your own curated private show. The fashion show theatre will seat an audience of up to 250 retailers and press, and will host up to 4 different shows a day.

BRIDAL RETAIL SUCCESS ACADEMY

The Bridal Retail Success Academy will support retailers in all aspects of running a successful business. The sessions will run outside of key trading hours, with two sessions held each day at the beginning and close of the show.

“A TRADING ENVIRONMENT
LIKE NO OTHER, WITH A
STANDARD THAT REMAINS
UNMATCHED BY ANY EVENT
OF ITS KIND.”



YOUR PARTICIPATION

STAND PACKAGE £250 p/sqm + VAT

- Premium shell scheme with white walls
- Company name and stand number by the stand entrance
- Graphic voile image of your collection in black and white
- Carpet
- One metre of garment rail and shelf per full 3m² of stand space booked
- Stand cleaning
- Electricity consumption
- One spotlight for every full 5SQM of stand space booked
- Listing in the official White Gallery show guide
- Invitations to send to your customers (subject to print deadline)
- Full marketing support via the White Gallery 2018 marketing campaign

IMPORTANT NOTES

1 There is a minimum size for bridal wear stands of 12m² and 6m² for accessories. 2 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 within their stand. 3 The following costs are NOT included: Public Liability Insurance at £125. This will be automatically added to the contract but credited if proof of insurance for a minimum of £2m is provided. Other optional extra costs will be changing/storage room; stand furniture and catering which you will be given the opportunity to order direct with our contractors if required. The appointed contractor will then invoice you directly.

WHITE GALLERY





MAXIMISING EXPOSURE

There's no one size fits all approach. Below you will find some examples of the activity we offer, but we would like to work with you to put together a bespoke support package.

WEBSITE

As an exhibitor, you will receive an online profile on the White Gallery website, with images and brand information. With our websites receiving an average of 2000 unique visitors every month, this is a valuable opportunity for brand exposure. Your online profile will stay live on the website after the event, so that retailers are able to get in touch with you.

EMAIL

Regular emails are sent out to our bridal database in the run-up to the exhibition, encouraging registration and providing updated show information. The show is also promoted in regular email newsletters from Bridal Buyer. Exhibitors will have the opportunity to submit images for inclusion.

DIRECT MAIL

Our direct marketing campaign promotes the show throughout the year to bridal buyers in the UK. There is an opportunity for you to promote your presence at the show by submitting images for inclusion.

ACCOMMODATION PROGRAMME

All exhibitors are able to nominate 10 buyers for free accommodation while attending the show. These can be your top existing clients or future prospects.

VIP BUYERS' PROGRAMME

All exhibitors have the opportunity to nominate both UK and overseas retailers for VIP status, which gives them access to an exclusive buyers' lounge, and a number of other exclusive benefits.

SOCIAL MEDIA

Your brand will be promoted through our social media channels, and through the social media account of our official show magazine, Bridal Buyer.

SHOWGUIDE

A free copy of the showguide is distributed to every visitor at the show. Your company will be included in the exhibitor listings, with full contact details. There are a number of advertising opportunities available within the show guide. For more information please contact:

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E: shelley.williams@oceanmedia.co.uk

Grant Levy
T: 020 7772 8393
E: grant.levy@oceanmedia.co.uk

“OUR ATTENDEES REPRESENT
THE WORLD’S MOST EXCLUSIVE
BRIDAL RETAILERS AND PRESS
– BRINGING YOU FACE-TO-FACE
WITH YOUR TARGET AUDIENCE.”



INCREASING YOUR REACH

BRIDAL BUYER

PRINT

We publish the UK's market leading bridal trade publication, Bridal Buyer. Bridal Buyer is the official show magazine, and White Gallery will be promoted extensively throughout the year via editorial features, advertisements and inserts.

ONLINE

bridalbuyer.com is where thousands of bridal retailers go to get practical advice, exclusive industry news, trend information and expert opinion. Targeted e-newsletters delivering news and product information are sent weekly to over 12,000 bridal retailers in the UK and abroad. All exhibitors will have the opportunity to submit press releases and images, to be covered on bridalbuyer.com in the months leading up to the show.

ADVERTISING

There are a number of exciting advertising opportunities available, designed to enhance your participation in the show.

For more information please contact:

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T: 020 7772 8498
E: shelley.williams@oceanmedia.co.uk

Grant Levy
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MEDIA PARTNERS

We work with more than 25 UK and International media partners to ensure maximum coverage of the event, and the companies participating.

ONLINE PRESS OFFICE

Every press attendee at the show will be given access to our Online Press Office, where they can download your press releases and images. This will make it easier for them to cover the collections post-show.





APPLICATION PROCESS

Designer-led companies interested in exhibiting will be asked to complete an application form.

Completed application forms will be vetted to ensure that every exhibitor meets our exhibiting criteria. You will be notified by a member of the White Gallery team if your application has been successful.

PLEASE EMAIL:

alex.butler@oceanmedia.co.uk
if you would like to make an application.

OUR PORTFOLIO



WHITE GALLERY

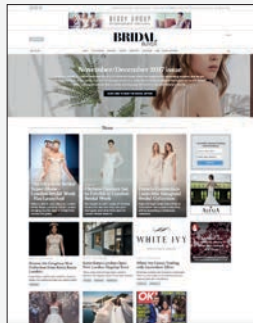


LONDON BRIDAL FASHION WEEK

WHITE GALLERY

THE HARROGATE BRIDAL SHOW

THE BRIDAL BUYER AWARDS



BRIDELUX™



BRIDELUX

BRIDES THE SHOW

CONFETTI



BRIDAL BUYER MAGAZINE

BRIDALBUYER.COM

THE NATIONAL WEDDING SHOW

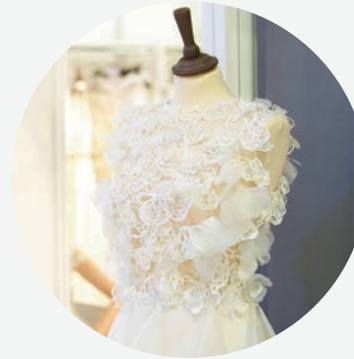
THE WEDDING FAIR

WEDDING STYLE COLLECTIVE

“TEN YEARS ON,
WHITE GALLERY IS FIRMLY
ESTABLISHED AS THE ULTIMATE
DESTINATION FOR DESIGNER
BRANDS, LUXURY RETAILERS
AND THE FASHION PRESS.”



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