LBFW

LONDON
BRIDAL
FASHION
WEEK.2019

24 - 26 March 2019 | ExCeL London

Sponsorship Opportunities

The Fashion Show Theatre is one of London Bridal Fashion Week's busiest and most impressive features.

Eight shows will be held during the first two days of the exhibition, on the 24 & 25 March.
This is an extremely high-profile opportunity, with limited availability.

PRIVATE FASHION SHOW

£7,000

- A dedicated Fashion Show, produced to your brief by a professional production company
- Dedicated profile on the event website, which receives an average of 2,000 users every month
- Opportunity to distribute gifts or leaflets in the Fashion Show Theatre prior to your dedicated show
- Editorial coverage on bridalbuyer.com before, during and after the event
- Editorial coverage in the London Bridal Fashion Week magazine, mailed to over 5,000 UK & International retailers
- Inclusion on London Bridal Fashion Week 'Fashion Show' emails, sent to a database of 14,000 bridal retailers
- Social media coverage of your Fashion Show before, during and after the event
- Inclusion on the Fashion Show Theatre page in the showguide, which is distributed to every visitor at the show
- Digital press invitations to your Fashion Show sent out pre-event
- Fashion Show images sent to all press attendees post-event

SCENE IN THE LONDON BRIDAL FASHION WEEK PRVIEW SHOW

8 Dresses
£2,500

4 Dresses
£1,500

- A dedicated scene, produced to your brief by a professional production company
- Editorial coverage on bridalbuyer.com before, during and after the event
- Editorial coverage in the London Bridal Fashion Week magazine, mailed to over 5,000 UK & International retailers
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The Bridal Retail Success Academy is one of the events most popular features.

Our exceptional programme provides retailers with expert advice through seminars and one-to-one sessions in the Business Advice Clinic. Sponsoring one of these features gives you the opportunity to put your brand in front of a captive audience of business savvy retailers.

OFFICIAL SEMINAR THEATRE SPONSOR

£7,500

- Full naming rights of the Seminar Theatre
- Opportunity for a representative to introduce the speakers at the beginning of each session
- Logo and stand number featured on the entrance to the theatre
- Listed as official sponsor in the showguide
- Listed as official sponsor on the show website
- Editorial coverage on bridalbuyer.com
- Logo on relevant signage
- Opportunity to provide branded pens and notepads

OFFICIAL BUSINESS ADVICE CLINIC SPONSOR

£5,000

- Logo and stand number featured on the reception desk
- Company leaflets in every booth
- Listed as official sponsor in the showguide
- Listed as official sponsor on the show website
- Logo on relevant signage
- Editorial coverage on bridalbuyer.com

Sponsoring one of our three lounges gives you exclusive promotion of your brand during visitor downtime.

Provide retailers with some additional information about your brand while they enjoy a complimentary cocktail or glass of bubbly.

OFFICIAL CHAMPAGNE BAR SPONSOR

£5,000

- Logo and stand number on menus
- Opportunity to distribute company leaflets on every table
- Listed as official sponsor in the show guide
- Listed as official sponsor on the show website
- Logo on relevant signage
- Editorial coverage on bridalbuyer.com

OFFICIAL COCKTAIL BAR SPONSOR

£5,000

- Logo and stand number on menus
- Opportunity to distribute company leaflets on every table
- Listed as official sponsor in the show guide
- Listed as official sponsor on the show website
- Logo on relevant signage
- Editorial coverage on bridalbuyer.com

OFFICIAL VIP LOUNGE SPONSOR

£5,000

- Logo and stand number on menus
- Opportunity to distribute company leaflets on every table
- Listed as official sponsor in the show guide
- Listed as official sponsor on the show website
- Logo on relevant signage
- Editorial coverage on bridalbuyer.com

Choose one or more of the below options to enhance your presence at the show and ensure retailers are made aware of your brand from the minute they arrive.

MERCHANDISE:

Official event lanyards:
£2,500

Official event bags:
£2,500

Official event pens:
£1,500

SHOW VISUALS:

Hanging banner above stand/ aisle banner:
£2,000

Directional floor tiles:
£600

Call Charlotte today to secure your sponsorship package.

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