



The NATIONAL
WEDDING Show

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Sales Brochure

SPRING 2019

METRO RADIO ARENA NEWCASTLE

26-27 JANUARY

OLYMPIA LONDON

15-17 FEBRUARY

NEC BIRMINGHAM

1-3 MARCH

EVENTCITY MANCHESTER

9-10 MARCH

EXCEL LONDON

13-14 APRIL

AUTUMN 2019

OLYMPIA LONDON

20-22 SEPTEMBER

NEC BIRMINGHAM

27-29 SEPTEMBER

EXCEL LONDON

12-13 OCTOBER

MANCHESTER CENTRAL

26-27 OCTOBER

**THE UK'S LEADING
WEDDING SHOWS**

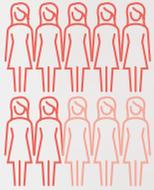
THE AUDIENCE



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
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.



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.

The Details

Dates

Spring: 15-17 February

Autumn: 20-22 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

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: 1-3 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: 9-10 March

Autumn: 26-27 October

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.

The Details

Dates

Spring: 13-14 April

Autumn: 12-13 October

Catchment Area

London & South East

(many visitors from Essex, Hertfordshire, Kent)

Footfall

9,000 visitors per show

A photograph of two women with long hair looking intently at a blue brochure held by the woman on the left. They are in a busy exhibition hall with other people and booths visible in the background.

“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

A woman with glasses and a grey sweater is focused on arranging a bouquet of flowers. The bouquet includes pink roses, white daisies, and orange dahlias. In the background, other women are also working on floral arrangements, creating a busy and professional atmosphere at a wedding show.

METRO RADIO ARENA NEWCASTLE

The North East's biggest wedding exhibition. The newest edition of The National Wedding Show brings together the best wedding suppliers in the region and engaged couples from all over the North East.

The city centre location means the show is easily accessible for all and is the perfect event for you to both promote your brand and meet face-to-face with your target audience.

The Details

Dates

26-27 January

Catchment Area

Newcastle upon Tyne, County Durham, Northumberland, Sunderland and Yorkshire.

Footfall

4,000 visitors across the two days.

“It is always a pleasure working with The National Wedding Show team. They genuinely care about their exhibitors and want them to do great business at their shows. They ensure the shows are attended by good quality visitors, who not only have a fantastic day out but also spend money!”

Rachel Simpson Shoes

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.
- 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

The NATIONAL
WEDDING Show



CONDÉ 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



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