

THE
WEDDING
SHOW JOURNAL
live!



Your perfect partner to
ENGAGE with your audience in 2017



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DUBLIN 14th & 15th January
 2017, **Citywest Complex**

BELFAST 4th & 5th February
 2017, **Titanic Exhibition Centre**

Background **market &** **overview**

Be part of a **10 billion**
pound industry

- In 2015, there were 30,595 marriages across Ireland.*
- Irish couples spend over €24,000/£22,000 on their wedding according to a 2016 survey.
- The UK wedding industry is currently worth over £10 billion with huge business potential.
- The Wedding Journal Show provides an exciting platform for your company, products and services to engage with couples as they plan the biggest day of their lives hungry to spend the budget of a lifetime.

*Figures according to Ireland Central Statistics Office and the Registrar General for Northern Ireland.

87%

of business directors agree it is easier to communicate with people face-to-face than on the phone or email

Source: Association of Event Organisers

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Power of Brand



Available on the
App Store

The Wedding Journal Show, Wedding Journal magazine, and weddingjournalonline.com, work hand in hand to seamlessly deliver a cost efficient multi-platform marketing solution.

Ireland's best-selling bridal magazine, **Wedding Journal** has been helping brides-to-be plan their perfect wedding since it was successfully launched back in 1996, and boasts a readership of over 80,000 readers.

The magazine is supported by a hugely popular, fully mobile responsive website, **weddingjournalonline.com**, that provides 24/7 access to the world of weddings. Generating more than 250,000 page views per month, the website is Ireland's leading wedding portal.

Wedding Journal magazine has a huge media following with a dedicated and growing fan base on **Facebook** (197K), **Twitter** (8,914), **Instagram** (1,811) and other social media sites including Pinterest and Google+.

Combined the complete audience figure tallies at over 360,400!

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80%

agree that face-to-face delivers better ROI than other media

Source: Association of Event Organisers

Who will **ATTEND** the show?

Everyone in Ireland planning a wedding will attend the show. Recently engaged couples, bridal parties, mothers and fathers of the bride and groom, the couple's extended families, hen parties- anyone who wants to know the best and latest products and services in the wedding world.

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Who should **EXHIBIT?**

The exhibition profile includes:

- Bridal Boutiques
- Hotel Venues
- Honeymoon Suppliers
- Jewellers
- Bridal Accessory Designers
- Photographers
- Groomswear Suppliers
- Gift List Providers
- Favour Suppliers
- Caterers
- Venue Stylists
- Cake Designers
- Videographers
- Stationery Suppliers
- Transport Companies
- Hen and Stag Party Specialists
- Florists
- Hair and Make-Up Artists
- Tourist Boards
- Any essential service or product to make a wedding day magical.

View
**Exhibitor
Feedback**



86%

of business directors agree that exhibitions are the second most effective means of generating sales leads after a company's own website

Source: Association of Event Organisers



10 good **REASONS** to **EXHIBIT**

1. Return on Investment/ROI
2. Generate Sales
3. Face-to-Face Marketing
4. Brand Engagement
5. Time Efficiency
6. Launch a New Company, Product, Brand or Service
7. Highly Motivated Visitors
8. Proven Track Record of Success
9. New Business Development
10. Building Relationships & Brand Awareness

“

Face to face marketing is an incredibly powerful way of taking your brand to your target audience

Wynn Penton,
Exhibitor Director
Penton Exhibitions Ltd

- **Bridal Boulevard**



- **Alternative Wedding Village**



- **Honeymoon & Destination Wedding Pavilion**



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View
Catwalk
Video



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Bridal **CATWALK** Show

Set to the latest chart-topping tracks, the Bridal Catwalk Show is one of The Wedding Journal Show's best-loved and most successful features. Bridal designers, boutiques and manufacturers showcase their latest collections live on-stage with the help of our international model-dancers and we challenge you not to dance along!

“We've had so many brides come into us it's just been amazing. We've seen brides walk out of here delighted they have found their dream dress.”

Lian Williams, Berketex Bride



Bridal BOULEVARD

This intimate 'mini-catwalk' is a unique shopping area where brides can view, try on and buy wedding dresses on the spot.

Brides can ask questions about your gowns in a relaxed atmosphere, before heading backstage to try them on themselves. This personal feature is a great way to chat one-on-one with quality customers looking for their dream dress at the show.

“We’ve had so many brides come into us it’s just been amazing. We’ve seen brides walk out of here delighted they have found their dream dress.”

Creative Ideas, Charlene

ALTERNATIVE Wedding Village

Every couple wants their wedding to be unique and this creative feature area does just that. Unusual, one-of-a-kind suppliers are brought together to offer visitors something a little bit different for their big day- be it a horse-drawn carriage or an off-the-wall venue.

If your product or service caters to the extraordinary, then this is the spot for you.

// We enjoyed being around alternative people who weren't run of the mill and thought it was fantastic! "

Ryan Patrick Design



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This is an opportunity for travel consultants to meet with couples who are seeking advice on how to spend their money on a honeymoon of a lifetime

**Wynn Penton,
Exhibitor Director
Penton Exhibitions Ltd**

Honeymoons & DESTINATION WEDDINGS

The Honeymoon Pavilion offers couples the very best in romantic travel. Honeymoon providers and travel authorities can educate guests on the very best packages to their dream destination, advice on how to get there and everything in between.

The honeymoon is the second biggest expenditure for couples when they get married (second to the venue) and is usually a luxurious once-in-a-lifetime trip for any loved-up newlyweds.

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VIP Lounge

**ULTIMATE
GIRLS DAY
OUT!**

This exclusive area continues to grow with Autumn 2017 seeing VIP tickets to The Wedding Journal Show sell-out weeks in advance.

Couples and their bridal parties who want a little bit more from their wedding show experience can purchase or upgrade to VIP tickets, which include a plush area to relax in, glass of complimentary bubbly, delicious nibbles, and a Benefit Cosmetic goody bag!

Situated directly next to the main stage this spot is a must-visit for hen do outings, family visits, and couples who want a romantic wedding planning experience.



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Signature **PRIZE** Promotions

Out of this world signature prize promotions worth up to £/€100,000 are an extremely successful strategy used to increase footfall to the show.

Previous executions include:

Win a £30,000/€30,000 Wedding! Nationwide three week campaign which gives couples the chance to win their dream wedding with the help of six competitive suppliers.

Bride of the Year One lucky bride is chosen to become The Wedding Journal Show's most coveted bride and take home a huge wedding package many only dream of.

Honeymoon Like A Celebrity One couple wins the honeymoon of a lifetime dripping with five-star luxury and decadence.

BelfastLive



EVOKE.ie





Unique SPONSORSHIP OPPORTUNITIES for your Business

- Overall Title Sponsor
- Bridal Catwalk Show
- VIP Lounge
- Alternative Wedding Village
- Bridal Boulevard
- Honeymoon Pavilion
- E-Marketing Campaigns
- Show Newsletters/Tickets
- Spot Prize Promotions
- Show Bags

Contact us for
more information

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Marketing the Show

Our high profile,
£/€100,000 marketing
campaign includes:

- Extensive Radio & TV Advertising
- Advertising in Local and National Press
- Continuous use of sponsored social media - Twitter, Facebook, Pinterest & Instagram (most relevant to our target audience)
- Comprehensive E-Marketing Campaign (Google Advertising, Wedding Journal Online, Newsletters to a database of 28,000 brides-to-be)
- 48 sheet Billboard Campaigns
- Light Boxes
- Bus T-Side Advertising
- Nationwide PR Campaign
- Signature Prize Promotion Campaign

Belfast
Highlights
Video



Radio



Dublin
Highlights
Video



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COST Effective Exhibitor Packages

Belfast : £195 per m squared
Dublin: €260 per m squared

- Includes – divider walls 2.38m high and fascia, carpet
- Name panel showing company name and stand number
- Badges
- Services of the exhibition press office
- 24 hour security
- 2 spotlights
- Information in show magazine

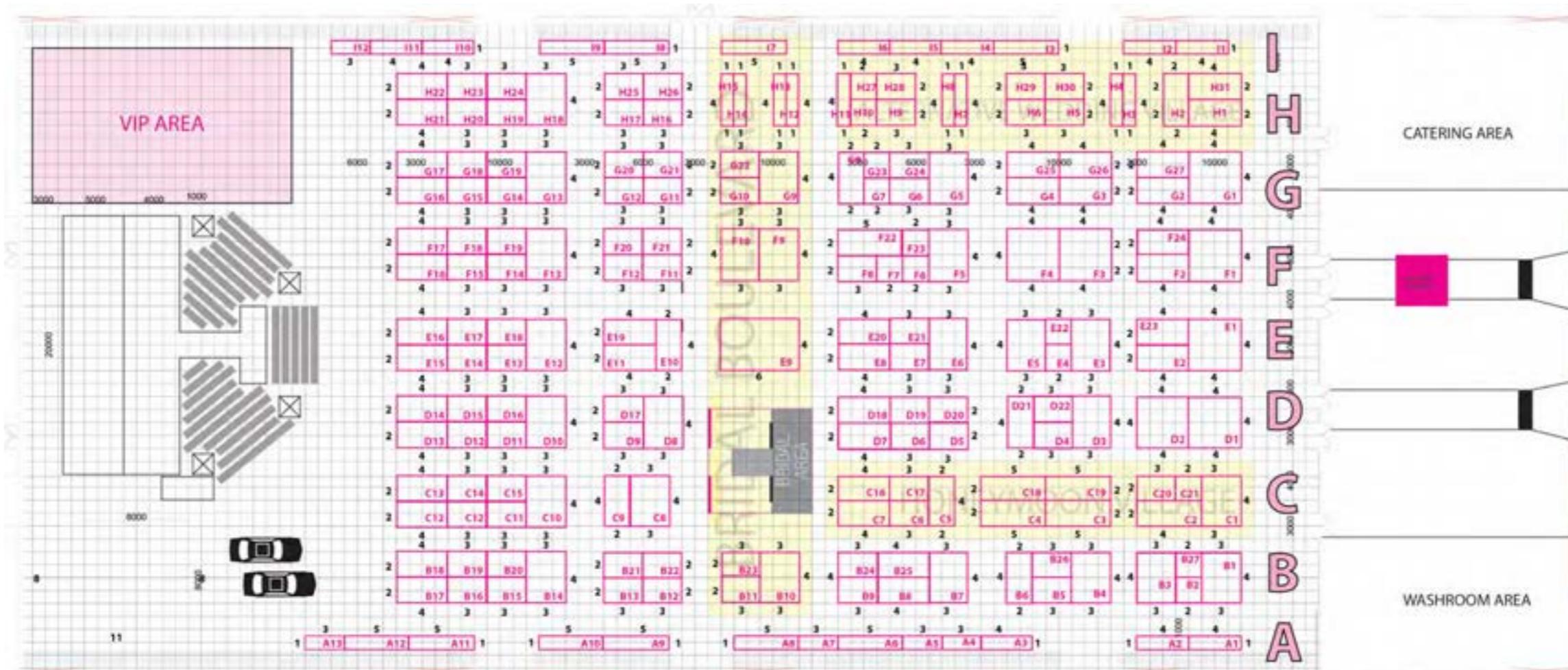
Hire options:

Optional extra's such as furniture, additional lighting, stand dressing, telephones, special catering etc. will be supplied by approved contractors, but will be charged extra.

Particulars including prices will be detailed in the exhibitor's manual which will be sent after your booking is confirmed.

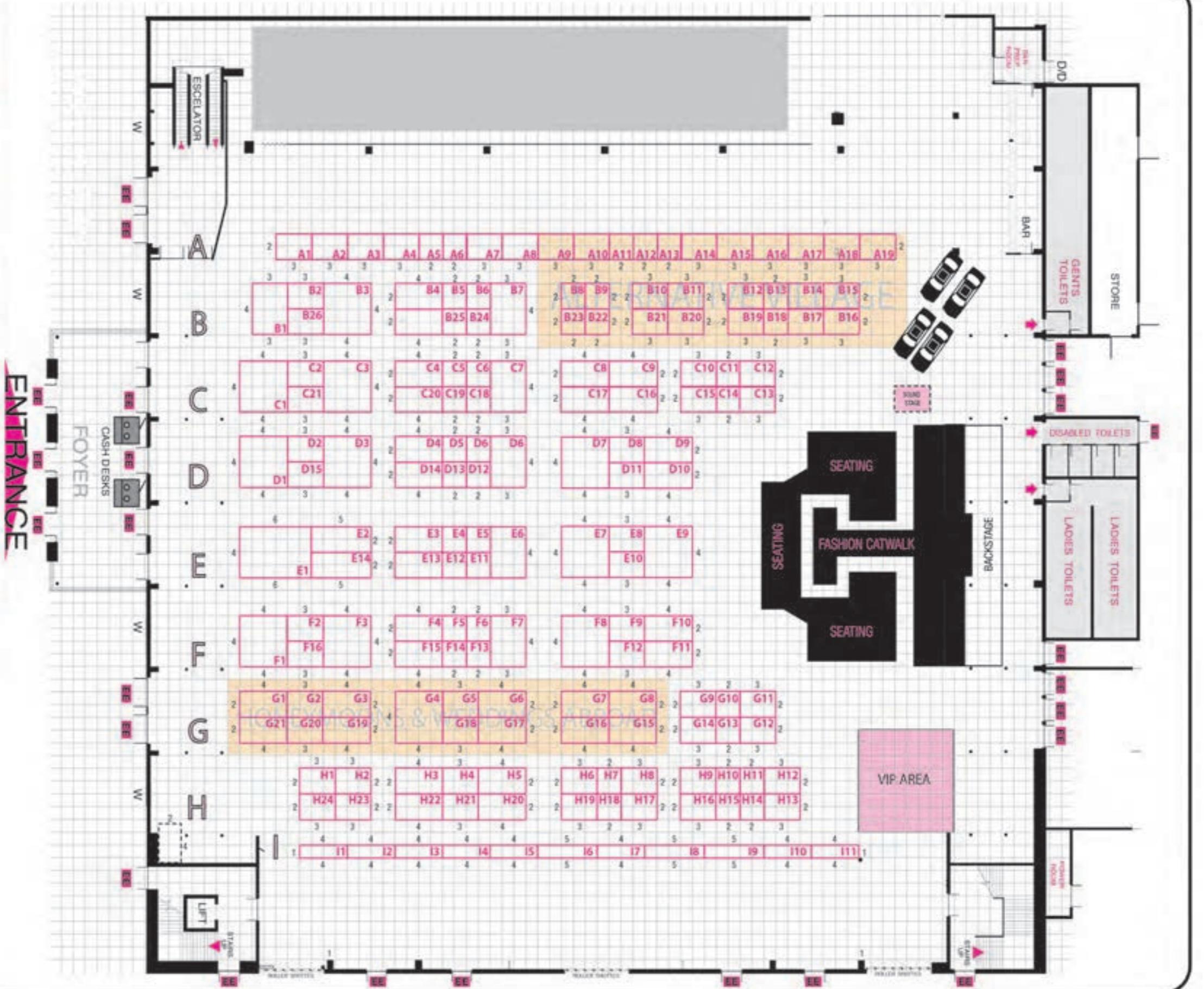


4th & 5th February 2017



BELFAST Floor Plan

CITYWEST COMPLEX DUBLIN JANUARY 2017



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Book your **Space** today

The Wedding Journal Show

38 Heron Road

Sydenham Business Park

Belfast, BT3 9LE

ROI: 12 Lower Hatch Street, Dublin 2

Tel: 028 9045 7457 **ROI Tel:** 016 392 960

Email: info@weddingjournalonline.com

To register your interest online, [click here](#).