



LIFESTYLE EVENTS
GROUP





YOUR
WEDDING
LIVE

THE
NATIONAL
WEDDING
FAYRE

PERFECT BRIDES

WHO ARE WE?

Lifestyle Events Group is a dynamic and fast-thinking producer of unmissable consumer experiences. We produce unique events at the heart of the UK's wedding sector.

Our operational excellence, teamed with over 35 years of expert knowledge and creative flair, has allowed us to create engaging platforms for both our visitors and partners.

Our team combines the very best talents in the events industry with a genuine passion for their craft. Collectively we've been part of the organisational teams behind some of the UK's most established and well know wedding platforms including The British Bridal Exhibition, White Gallery London, Perfect Brides, the Luxury Wedding Show, the UK Wedding Shows, the National Wedding Shows, and LBFW.

Armed with the latest tech and data, and an ambitious strategy, we continue to see accelerated growth and demand for our consumer platforms.

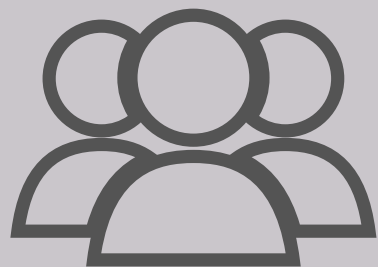
With a track record in successful launches and acquisitions, we can take concepts to market quickly and support them as they grow with a smart, innovative delivery.

BE A PART OF THE UK'S HOTTEST WEDDING EVENTS AND JOIN US IN SHOWING YOUR SUPPORT FOR ALL COUPLES PLANNING THEIR PERFECT DAY

OUR AUDIENCE

Our unique platforms including Your Wedding Live, the National Wedding Fayre and Perfect Brides provides the ultimate marketing opportunity to increase not only your brand awareness, but also your business turnover in a short space of time.

These platforms allow you to present yourself, your business, and your products to a highly discerning audience of wealthy consumers all set to plan a day to remember.



Average wedding budget is £32,000
Average engagement lasts 20months
20% of brides have 5+ bridesmaids
Over a quarter of a million marriages in the UK every year

Rising Prosperity
20-35 years
£30-49k income
In full-time work
Sainsbury's Shoppers
First to have latest technology

Affluent Professionals
45-60 years
£100-149k income
M&S & Waitrose Shoppers
Social media activists

20,000+ VISITORS
estimated visitors to our shows in the next year

ABC1
75% of visitors are predicted to be ABC1

25 -50 YEARS
core audience will be aged 25 - 50 years

75% OF POPULATION
live within a 2 hour travel time to our events

MULTIMEDIA REACH
targeted multimedia marketing campaign





OUR PLATFORMS



Your Wedding Live will stage its inaugural festival of all things wedding from the 5th - 7th November 2021 in the heart of the UK at the Ricoh Arena, Coventry.

Visitors will be immersed in an inspiring world of weddings with show-stopping features, luxury and high street shopping, eye-catching live shows, inspirational masterclasses, demonstrations catwalk presentations, the very best line-up of celebrity guests and hands-on advice from much-loved industry experts.

A new wedding experience to the UK, with a predicted attendance of 10,000+ over three days, this event is set to feature hundreds of desirable retailers proudly supporting our industry's marketplace and celebrating the best of bridal with sustainability and mindfulness running through the heart of the show.



The UK National Wedding Fayre will return to the Ricoh Arena on the 19th and 20th February 2022. With it's long-standing reputation and continued support to the Midlands wedding community, this edition of the show will be returning with a brand new makeover.

Designed to have everything for visitors to plan their special day in just one visit. This show will be returning bigger and better than before, with an abundance of suppliers, new stages and features, an enhanced marketing budget and an increase in size you can expect to see over 10,000 visitors over just two days!

Just like it's sister show, this National Wedding Fayre is designed to unite every man, woman, brother, sister, mother, father. It's the wedding event suited to all budgets.

The Midlands most recognised collection of regional wedding fayres.



Since being established in 2009 our regional fayres have created a brand name as being the platform that not only brings in a consistently high number of visitors but an intimate and relaxed environment for smaller local businesses to grow and develop, These fayres attract around 500 visitors per show and are held in wedding venues throughout the Midlands.

ADVANCED PACKAGE

Our main aim is to help support the wedding market, boost business within our sector, and help couples plan their perfect day.

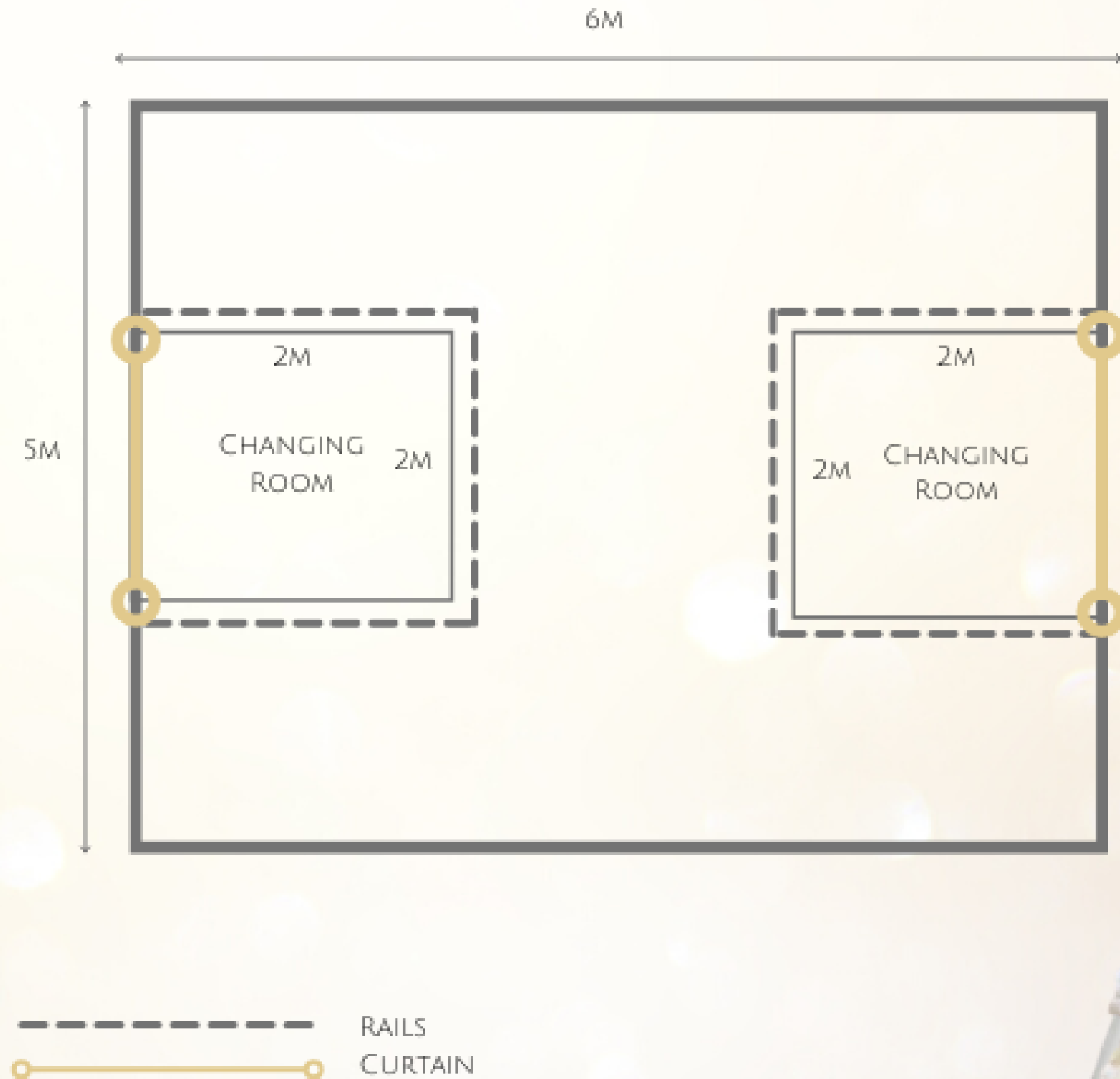
We want to make it as simple as possible for our couples and bridalwear retailers to meet. Therefore we've created the following bespoke packages to keep costs to a minimum but offer a platform to allow you to showcase your brand and products to our audience.

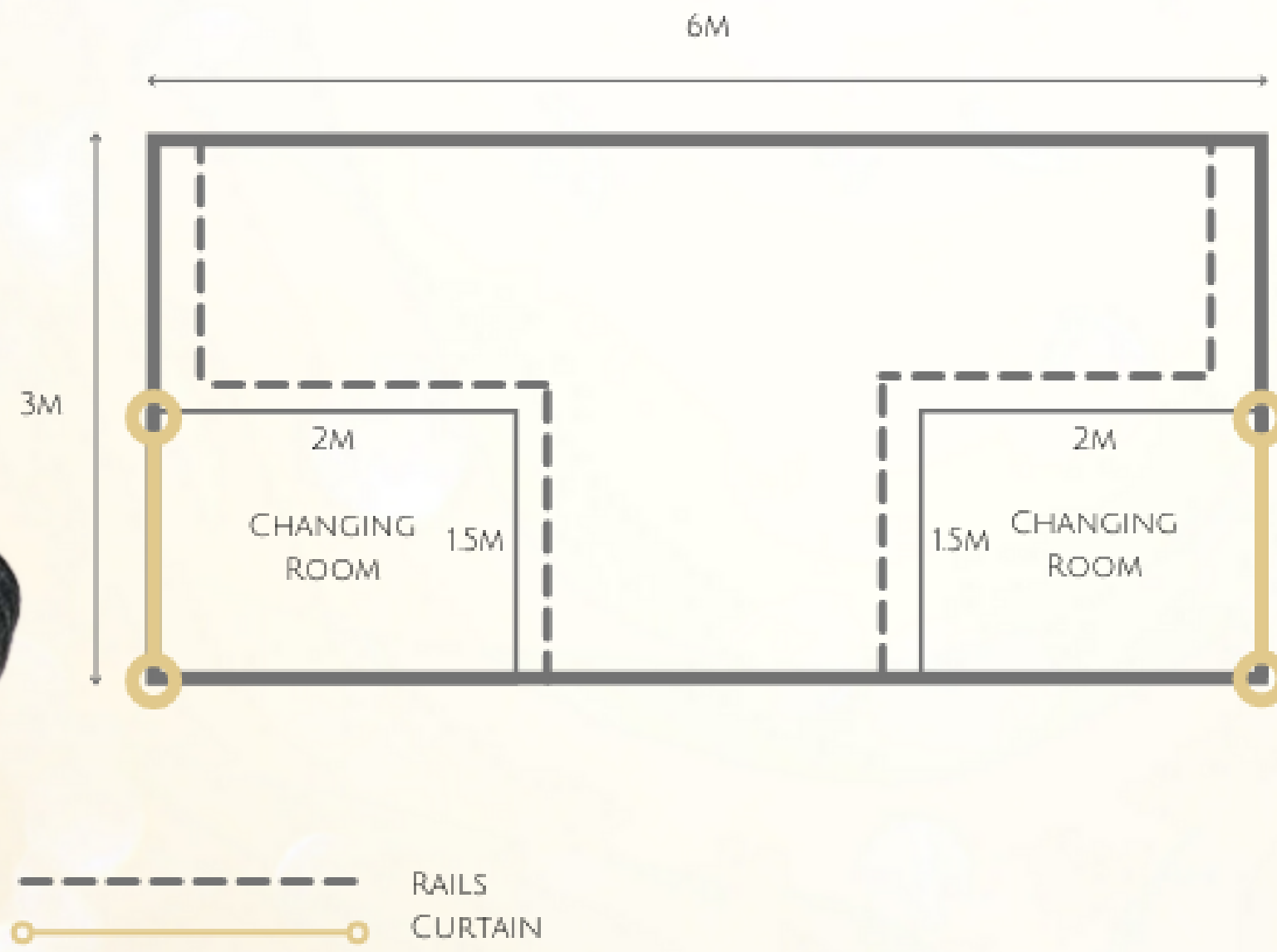
£3,000 +VAT

- 6m x 5m (30sqm) Exhibition Stand
- 2 x 2m x 2m Changing Rooms (Adjusted if required)
- 4 x Spotlights
- 12m Rails
- 1 x Full Runway Scene (Includes 6 models)
- Dedicated support and advice from our experienced teams

Marketing Support

- Featured in runway preview e-newsletter
- Feature in runway review e-newsletter
- Feature in pre-show e-newsletter
- Feature in post-show e-newsletter
- Social media support and coverage pre, during and post-show
- Advanced exhibitor profile on the related show website
- Feature in 'Show Offers' e-newsletter and online
- Complimentary tickets to invite your customers to the show
- Potential opportunity to feature in key wedding press releases relating to the show, our runway, and bridalwear feature
- Product placement and support on key feature areas within the show's entrance and more.





INTERMEDIATE PACKAGE

£2,200 +VAT

- 6m x 3m (18sqm) Exhibition Stand
- 2 x 2m x 1.5m Changing Rooms (Adjusted if required)
- 4 x Spotlights
- 10m Rails
- 1 x Full Runway Scene (Includes 6 models)
- Dedicated support and advice from our experienced teams

Marketing Support

- Featured in runway preview e-newsletter
- Feature in runway review e-newsletter
- Feature in pre-show e-newsletter
- Feature in post-show e-newsletter
- Social media support and coverage pre, during ad post-show
- Online exhibitor profile on the related show website
- Feature in 'Show Offers' e-newsletter and online
- Complimentary tickets to invite your customers to the show

1,000'S OF VISITORS

Meet thousands of brides over just a few days

BEGINNER PACKAGE

£1,500 +VAT

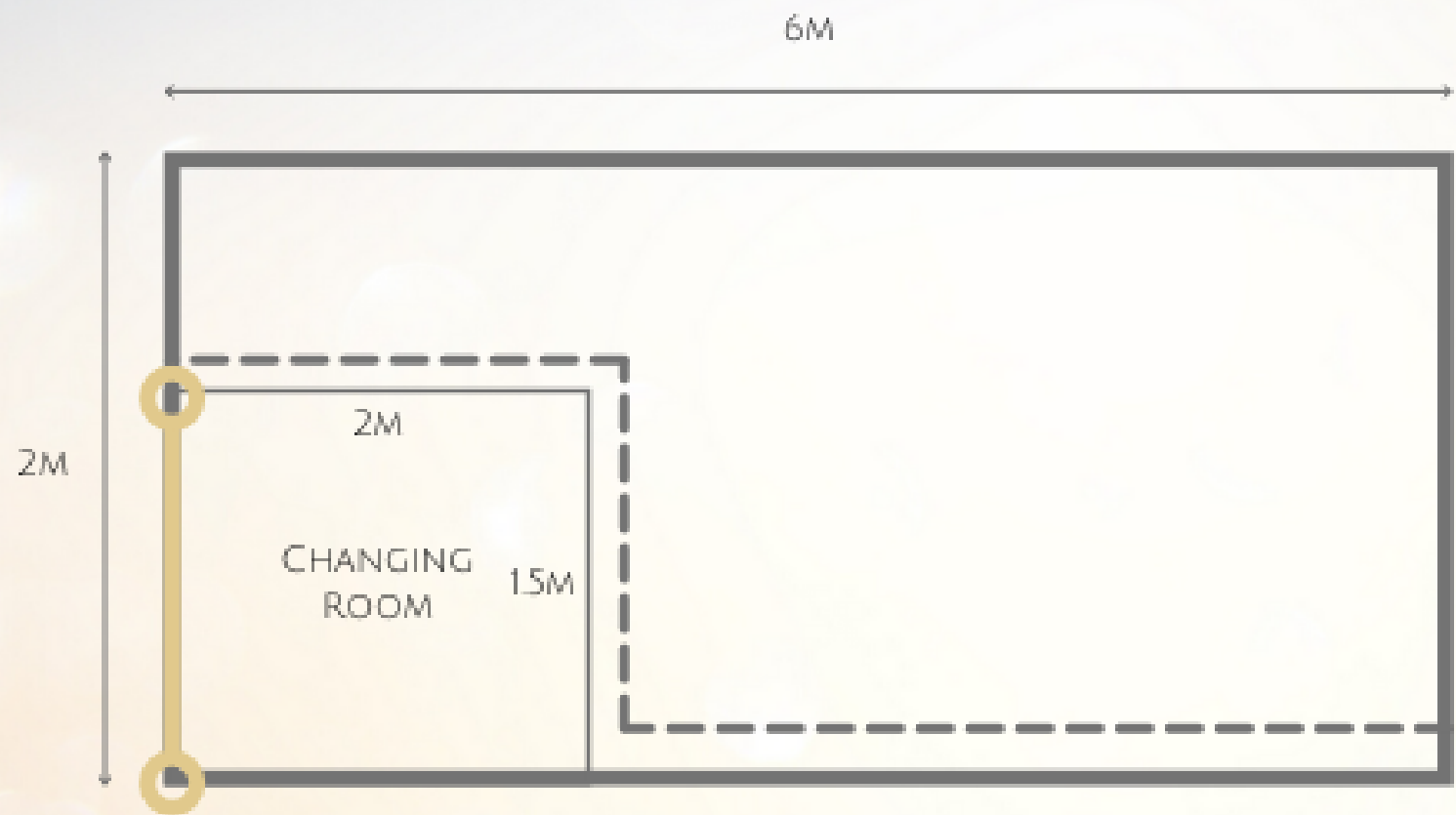
- 6m x 2m (12sqm) Exhibition Stand
- 1 x 2m x 1.5m Changing Rooms
- 2 x Spotlights
- 7.5m Rails
- 1 x Half Runway Scene (Includes 3 models)
- Dedicated support and advice from our experienced teams

Marketing Support

- Featured in runway preview e-newsletter
- Feature in runway review e-newsletter
- Feature in pre-show e-newsletter
- Feature in post-show e-newsletter
- Social media support and coverage pre, during ad post-show
- Online exhibitor profile on the related show website
- Feature in 'Show Offers' e-newsletter and online
- Complimentary tickets to invite your customers to the show

GENERATE INSTANT REVENUE

Earn additional revenue instantly with low initial investment and a wide captive audience.



RAILS
CURTAIN

