



**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.

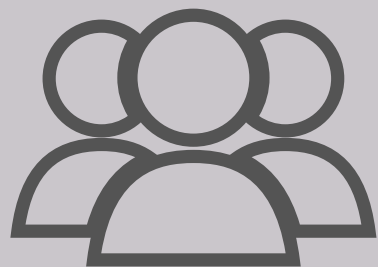
BE A PART OF THE UK'S HOTTEST WEDDING EVENTS AND JOIN US IN SHOWING YOUR SUPPORT FOR ALL COUPLES PLANNING THEIR PERFECT DAY



# 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.



# OUR MULTIMEDIA MARKETING CAMPAIGN

Fully integrated wide reaching marketing, advertising, and PR campaign, reaching 100,000s of ABC1 adults, positioning Your Wedding Live as a must-attend bridal event in 2021. The show is developed to provide a highly effective retailing platform that allows you to meet these traditional, hard-to-reach, discerning consumers face-to-face in a relaxed and intimate environment.

Dedicated PR campaign targeting key press to include broadcast media, national and regional media and online channels. Working closely with partners, sponsors and exhibitors to create compelling and bespoke news stories that promote the show, help drive footfall and meet client objectives.

Comprehensive online advertising campaign across market leading websites and radio advertising across regional and national stations.

Highly engaging social media content strategy across Facebook and Instagram utilising influencers, bloggers and celebrities to grow event awareness and drive ticket purchases.

Securing relevant brand and media partnerships to utilise a variety of databases increasing the shows awareness and overall reach.



*Hitched*

facebook

 Guides for Brides

BirminghamLive



Instagram



CoventryLive



heart<sup>96-107</sup>  
turn up the feel good!



# OUR FLAGSHIP VENUE

The Ricoh Arena is unlike any other venue in the UK. A pioneer in the world of sport, business and entertainment.

A world class destination in the centre of the nation, it has provided a catalyst for urban regeneration and economic development since its opening in 2005, and now is the home of Aviva Premiership Rugby Team the Wasps.

This award-winning venue has a mix of state-of-the-art conference, training, banqueting, exhibition, hotel, music and sports facilities, and has become a firm favourite in the UK music industry for promoters as well as business and sports organisers.

There is over 20,000 sqm of space along with thousands of free parking spaces, restaurants, its own Hilton hotel and one of the UK's largest casinos.

Situated in the heart of UK, the Ricoh Arena is within two hours' drive of 75 percent of the population (49,800,000 individuals) and is easily accessible from junction 3 of the M1 as well as the M40 and M6. Visitors can arrive easily via three local rail stations including its own dedicated station, all within less than a few miles. Birmingham International Airport is less than a 20 minute drive away and a regular train to and from London Euston lasting only 55 minutes.

## EASILY ACCESSIBLE

located in the centre of the UK with direct access to the M40, M1 and M6

## FREE PARKING

visitors and exhibitors benefit from over 11,000 free parking spaces

## THREE LOCAL RAIL STATIONS

onsite rail station with two more less than a few miles

## AWARD WINNING VENUE

state of the art facilities for a variety of events

## SIGNIFICANT CAPACITY

ability to host over 40,000 consumers at any given time







# WHY LIFESTYLE EVENTS GROUP?

1

Our platforms offer a unique opportunity to engage with a large and highly targeted audience of wealthy consumers in memorable and unique settings

2

Visitors spend 5-6 hours on average at events, which equates to watching or listening to over 660 broadcast adverts

3


Each year visitors attend unique shows to discover, sample and purchase new products while also gaining expert advice. £2.7 Billion is spent each year at consumer events and exhibitions

4

Events leave a lasting impression! 69% of visitors surveyed two weeks after attending live events said they had already recommended or would be recommending brands they had seen at the event

5

Sponsorship of our platforms provides your brand with the platform to position yourself ahead of your competitors, put your business at front and centre across the entire event from start to finish



“If one person experiences a live brand experiential campaign, more than 25 other people will hear about it directly through word-of-mouth”







## HEADLINE SPONSORSHIP

The highest exposure available

## OFFICIAL TICKET PARTNER

Be seen on every visitor ticket

## RUNWAY AND THEATRES

Must attend features for all visitors

## LOUNGES

Reach our audience when they take a break

## VIP'S & SHOW BAGS

Reach an elite audience

## SHOW MAP AND GUIDE

Help visitors navigate to your stand

# SO MANY REASONS FOR YOU TO PARTNER WITH US.

If you are looking to build awareness of your brand in the wedding industry, it doesn't get much better than our platforms.

From recognised national events to smaller intimate fayres our sponsorship opportunities provide your organisation with substantial exposure to an engaged audience of wedding planners and shoppers all in the process of creating their perfect day.

With our expert knowledge and experience, we are able to help increase the visibility of your brand and your networking capacity from beginning to end.

Our opportunities can position your business in front of an array of discerning wedding shoppers for as little as 20 pence per person!



# SECURE YOUR SPACE

A package to suit all budgets - whether you're looking to showcase your business, increase revenue, promote a new product launch or meet with thousands of visitors predicted to attend our shows.

We work hard to ensure that we limit the number of businesses in each exhibitor category. As a result, spaces are strictly limited.

Show categories include:

Bridalwear - Cakes - Floristry - Hen & Stag Parties - Honeymoons & Destination Weddings - Jewellery - Menswear - Party Services - Photography & Videography - Stationery - Transport - Venues & Hotels and more.

# STAND SPACE OPPORTUNITIES

Space only: £150.00 per sqm +VAT

We provide you with the floor space for you to showcase your brand and products, allowing you to build a bespoke stand.

(Minimum space requirement 20sqm)

Shell scheme: £170.00 per sqm +VAT

We provide you with all the basics to get your business in front of our audience. You'll benefit from a solid forum shell scheme (walls), a fascia and name board, and a plain coloured carpet.

Please note that these prices do not apply to the Perfect Brides Fayres, please speak to a member of the team for more information in regards to these events.

# START-UP SUPPORT

Designed to help business with less than a years trading flourish and grow, with stands starting from just £340.00 +VAT (2sqm).

# BRAND AWARENESS

raise brand awareness with an affluent audience

# GENERATE REVENUE

sell your product/service to the end consumer

# PRODUCT FEEDBACK

gain valuable face to face product feedback

# NETWORKING

engage with key players in your industry

# CAPTURE DATA

build your marketing databases





# OUR SHOWSTOPPERS

Explore a varied collection of exciting show features and inspiring content for visitors which offers the opportunity to make the most out of their big day. We deliver everything from expert theatres to fashion shows and an exclusive VIP experience.



Wedding  
Runway



Suppliers  
Village



Bridal Showcase



Pamper Salon



Gentlemen's  
Lounge



VIP  
Experience



The Band  
Stand



Honeymoon  
Suite





## LET'S SUPPORT THE FUTURE OF WEDDINGS TOGETHER.

We are looking for long-lasting partnerships with like-minded brands and organisations. Our vision for the future is one to be shared with companies that want to grow the economy, improve the market place and join us in flying the flag for the weddings industry.

The Lifestyle Events Group team can create bespoke engagement plans, built around your organisation's strategy and budgets. They're on hand to walk you through stand options and help you prepare for a spectacular show.

Contact the team on +44(0)8003213706  
or email [exhibiting@yourweddinglive.co.uk](mailto:exhibiting@yourweddinglive.co.uk)  
[www.yourweddinglive.co.uk](http://www.yourweddinglive.co.uk)  
[www.nationalweddingfayre.co.uk](http://www.nationalweddingfayre.co.uk)  
[www.perfectbrides.co.uk](http://www.perfectbrides.co.uk)

