

# YOUR WEDDING LIVE

Your Wedding Live will stage its inaugural festival of all things wedding from the 27th - 28th March 2021 in the heart of the UK at the Ricoh Arena, Coventry.

Visitors will be immersed in an inspiring world of weddings with showstopping 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, 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. With key lifestyle sections including the Bridal Boutique Lanes, The Wedding Outlet, Venues and Destination Weddings, Jewellery and Accessories, Cakes and much much more. The show will replicate a haven for anyone planning their perfect day.

Unlike any other consumer wedding event, this show is designed to unite the every man, woman, brother, sister, mother, father. It's the wedding event suited to all budgets.

With a strategic and comprehensive far-reaching marketing, advertising, and PR campaign (broadcast, print, online, and social media) reaching 100,000s of ABC1 adults, this first event is predicted to see an attendance of over 10,000+ visitors over the two days.

IN PARTNERSHIP WITH





ticketmaster®

**RICOH ARENA** 



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



# OUR TARGET AUDIENCE

Your Wedding Live provides a unique platform where brand integration and shopping remain at the heart of the visitor's experience.

The event provides the ultimate marketing opportunity to increase not only your brand awareness, but also your business turnover in a short space of time. It allows 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

# A TARGETED 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.

# BRIDES

















# A UNIQUE BRITISH 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 YOUR WEDDING LIVE?

1

Your Wedding Live offers unique opportunities 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

"If one person
experiences a live brand
experiential campaign,
more than 25 other
people will hear about it
directly through word-ofmouth"

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 Your
Wedding Live 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





#### HEADLINE SPONSORSHIP

The highest profiling available

#### OFFICIAL TICKET PARTNER

Be seen on every visitors ticket

#### RUNWAY AND THEATRES

Must attends features for all visitors

#### LOUNGES

Reach our audience when the 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 SPONSOR YOUR WEDDING LIVE IN 2021.

If you are looking to build awareness of your brand in the wedding industry, it doesn't get better than the launch of Your Wedding Live, 27th - 28th March 2021 at the Ricoh Arena in Coventry.

Your Wedding Live 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. Our opportunities increase the visibility of your brand and your networking capacity from beginning to end.

Our opportunities can position your business in front of 10,000 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 Your Wedding Live.

We work hard to ensure that we limit the number of businesses in each exhibitor category. As a result, space at Your Wedding Live is 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 facia and name board, and a plain coloured carpet.

#### START-UP SUPPORT

Designed to help business with less than a years trading flourish and grow, with stands starting from just £544.00 +VAT (4sqm) as a shell scheme package.

#### 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



Pamper Salon



Gentlemens Lounge



**Bridal Showcase** 



Honeymoon Suite



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

Our team has 20+ years of experience in organising world leading live events and consumer exhibitions. Collectively we've been part of the organisational teams behind some of the UK's most established and well know wedding events including The British Bridal Exhibition, White Gallery London, the Luxury Wedding Show, the UK Wedding Shows, the National Wedding Shows, and LBFW. our team are equipped with paramount knowledge when it comes to delivering quality wedding exhibitions for the many not the few.

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 Your Wedding Live team can create be spoke 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)8000371768 or email exhibiting@yourweddinglive.co.uk www.yourweddinglive.co.uk

