

*The* **NATIONAL**  
**WEDDING** *Show*

**MARKETING &  
PUBLICITY GUIDE**

24-26 FEBRUARY **2012**   
LONDON OLYMPIA

 **16-18 MARCH 2012**  
BIRMINGHAM NEC

THE UK'S BIGGEST WEDDING EVENT

**OVER 250 EXHIBITORS** **1000'S** OF INSPIRATIONAL IDEAS **1 GREAT SHOW** 

**NATIONALWEDDINGSHOW.CO.UK**



**MARKETING & PUBLICITY GUIDE**

EXTENSIVE ADVERTISING CAMPAIGN - SHOW FEATURES - ONLINE EXPOSURE

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**THE UK'S BIGGEST AND MOST SUCCESSFUL CONSUMER WEDDING EVENT**

# The NATIONAL WEDDING Show

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## Introduction

### The National Wedding Show Publicity Guide

We'd like you to get the very best out of exhibiting at The National Wedding Show. The first thing that will help you do so is to think of it as more than just a three-day event. Spending some time now thinking about what you want to achieve by being at the event will help shape your plans before, during and after the show and help extend the value of your participation way beyond the three days of the show.

The most important consideration is 'What do I want my presence to achieve for my business?' To launch a new range or product? To act as a sampling opportunity? To distribute information? Think hard about your objectives and be realistic. Once you're clear about what you want to achieve then you can start to think about the stand itself, and – crucially – about how you're going to get people to it.

Plans for your stand are probably underway, and this guide contains some useful advice on how you can add impact and effectiveness to it. But it really is crucial that you also consider how you're going to promote your participation at the show in advance, so that you and your company get the most out of being there.

As the National Wedding Show is a natural focal point in most exhibitors' marketing calendar, it is important that any promotional activity that you are planning in the run-up to the show refers to your participation. You've probably seen some parts of our promo campaign already, and the more you do promote your presence, the more potential the show will have for you.

This guide is designed to help you maximise the value of exhibiting at The National Wedding Show. It splits into 3 sections:

- ♥ **Section 1: Planning Ahead (hints and tips on advance promotion)**
- ♥ **Section 2: Onsite opportunities**
- ♥ **Section 3: Tips about the exhibition (ideas about how to exhibit successfully)**

**Please do read this guide carefully and make sure that the suggested action takes place by the date indicated. This will ensure you get the most out of our team and make The National Wedding Show a fantastic business opportunity for you in 2012.**

**For any marketing queries please contact [gabi.webb@oceanmedia.co.uk](mailto:gabi.webb@oceanmedia.co.uk) or call 0207 772 8316**

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## SECTION 1

### Planning ahead – Marketing & PR

We want you to get the most out of exhibiting at The National Wedding Show and the best way to do this is to make sure that everyone knows you are going to be at the show and give them a reason to visit your stand.

Here are some ways in which we can help you spread the word and let everyone know that you will be exhibiting.

#### Online

As you know, the Internet is now one of the main sources of information for brides-to-be and the perfect medium for you to reach potential customers.

- ♥ **www.nationalweddingshow.co.uk** – As an exhibitor you are entitled to a **FREE** listing on The National Wedding Show website. Upon confirming your attendance at the show your listing will appear on the website.

Your FREE enhanced web profile offers you a greater presence online than ever before. With over 173,000 unique users visiting the site every sixth months your web profile is a unique opportunity to access visitors long before the show opens.

#### **You web entry will include;**

- Your company name
- Stand Number
- Website link - directing visitors to your website long before the show opens its doors
- Company description – up to 350 words
- Company logo
- 2 product images

In order to complete your FREE web profile please email the below to [grace.beatson@oceanmedia.co.uk](mailto:grace.beatson@oceanmedia.co.uk)

- 1) Your website address
- 2) A company description (maximum 350 word limit)
- 3) Your company logo – please send this in jpeg format
- 4) Up to 2 product images - these must be in jpeg format

Your web profile acts as a shop window for your company and it's a great opportunity to let visitors know what you do and what you offer – and its completely free so there's no excuse for leaving it empty!

- ♥ **Web Banners** – By promoting your presence at the show, you will be encouraging those that visit your website to come and see you onsite. To request The National Wedding Show web button and banner artwork please email [grace.beatson@oceanmedia.co.uk](mailto:grace.beatson@oceanmedia.co.uk) they are also available to download

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from the **Exhibitor Area** section on the website

- ♥ **Diary Date Listings** – Do you have a diary date listing on your website? If so make sure you add The National Wedding Show dates and tell everyone to see you there.
- ♥ **E-Shots** – Do you have a database of potential customers? Then why not send them an email to let them know you'll be exhibiting at the show, or include one of the National Wedding Show banners - we can supply you with copy and images if you wish.
- ♥ **Special Offers**  
Brides coming to the show are often on the look out for special show deals, if you are running a special offer on your stand email the details of your offer along with the stand number and either 'London Olympia' or 'Birmingham NEC' to [grace.beatson@oceanmedia.co.uk](mailto:grace.beatson@oceanmedia.co.uk) these will then be posted on our special offers page - driving traffic to your stand.
- ♥ **Competitions and Top Tips** – Make the most of our website and email opportunities with our top tips and competition pages. We have competition and top tips pages, both of which the content is formed from our exhibitors. So why not email us your tips and ideas for competitions and increase your visibility on our website\*. If you would like to be involved in this please email [grace.beatson@oceanmedia.co.uk](mailto:grace.beatson@oceanmedia.co.uk)

\* Use of competition prizes and top tips are subject to approval.

## Direct Mail/Mail order

Inviting your customers to see you at the show is an obvious, but often overlooked, activity. Between now and the show, make sure that you include details of your participation at the National Wedding Show in any mailings or Mail Order deliveries you may be sending.

As an exhibitor you are entitled to FREE leaflets packed with gorgeous pictures and exciting information about the show. These leaflets are ideal for distributing to your current and potential customers to encourage them to come and see you at the show. You can include them in a planned mailing, invoicing, pop them in your customers bags or put them on your point of sale. To order leaflets please fill out Form 1.

## Point of Sale

Simple yet effective, make sure you have leaflets available at your point of sale.

NB: If you would like to order customer leaflets please fill in Form 1 and email it back to [grace.beatson@oceanmedia.co.uk](mailto:grace.beatson@oceanmedia.co.uk) or post back to Grace Beatson, Marketing, National Wedding Show, Ocean Media Group Limited, One Canada Square, Canary Wharf, London E14 5AP. Before the 4<sup>th</sup> December. These will be sent out to you in January.

## Advertising

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It's important that your advertising works as hard as possible during the build-up to the event, so if you are planning on advertising, why not make sure that your ads tell everyone that you'll be at The National Wedding Show?

- ♥ **Adding the National Wedding Show logo to your ads** is easy to do and helps to promote your presence at the show. To obtain our logo either as a JPEG or in EPS format email [grace.beatson@oceanmedia.co.uk](mailto:grace.beatson@oceanmedia.co.uk)

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**FORM 1**

**Fax back to: 0207 772 8587**

## Application for – National Wedding Show Leaflets

The visitor leaflet is packed with gorgeous pictures and exciting information about the show. As an exhibitor you are entitled to FREE leaflets to distribute to your current and potential customers to encourage them to come and see you at the show. You can include them in a planned mailing, invoicing, pop them in your customers bags or put them on your point of sale.

**Please indicate which show/s you are exhibiting at**

- 24<sup>th</sup> – 26<sup>th</sup> February 2012, London Olympia  
 16<sup>th</sup> – 18<sup>th</sup> March 2012, NEC, Birmingham

Company Name \_\_\_\_\_ Stand No. \_\_\_\_\_  
Contact Name \_\_\_\_\_  
Address \_\_\_\_\_  
\_\_\_\_\_ Post Code \_\_\_\_\_  
\_\_\_\_\_ Country \_\_\_\_\_  
Tel No. \_\_\_\_\_ Fax No. \_\_\_\_\_  
Email Address \_\_\_\_\_

- Yes, I would like to distribute copies of the National Wedding Show leaflets to my customers/potential customers. Please send me \_\_\_\_\_ number of FREE copies**

**Please complete by 14<sup>th</sup> December 2011**

You can email it to [grace.beatson@oceanmedia.co.uk](mailto:grace.beatson@oceanmedia.co.uk)

fax it to 020 7772 8587 or post it to

Grace Beatson, Marketing,

National Wedding Show,

Ocean Media Group Limited, One Canada Square, Canary Wharf, London E14 5AP

[www.nationalweddingshow.co.uk](http://www.nationalweddingshow.co.uk)

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## SECTION 2 Onsite Promotion

### 2.1 PUBLIC RELATIONS - PR

As part of our continued commitment to our exhibitors we have a PR agency working year round to promote the shows and where possible it's exhibitors.

Our PR agency, Smith & Monger, is responsible for the public relations activities surrounding the National Wedding Shows. They endeavour to keep in touch with the latest activities surrounding the show and its exhibitors, so if you have some exciting news that you think the media may be interested in then please drop them an email and tell them all about it. It could be anything from a celebrity client to an exclusive collection.

Over the past year we've secured coverage for our exhibitors on BBC1, Channel 4, BBC three, Channel 5, BBC Radio and in publications such as The Guardian, Marie Claire, Grazia, Now Magazine and too many bridal magazines to count!

Smith & Monger will be working in conjunction with the marketing department at Ocean Media Group to maximise publicity for the show and of course its exhibitors as well as increasing visitor footfall. All of which results in a better show for you.

#### Contacts at Smith & Monger:

Laurel Waldron

Email: [laurel@smithandmonger.com](mailto:laurel@smithandmonger.com)

Tel: +44 (0)8453 131 713

Asha Sharma

Email: [asha@smithandmonger.com](mailto:asha@smithandmonger.com)

Tel: +44 (0)8453 131 713

### STEP 1: The Press Questionnaire

In order to be able to do any of the above, we have to know all about you and your company first. So help us by providing as much information as possible when you return your press questionnaire. Start by giving us an overview of what your business does, and what makes you stand out from other businesses or exhibitors. What is your company's unique selling point? Are you involved in any charity, do you have celebrity clients, are you going to be doing anything exciting on your stand?

**Please complete this questionnaire AS SOON AS POSSIBLE and fax back to Smith & Monger on 0871 528 4671 or scan and email to [laurel@smithandmonger.com](mailto:laurel@smithandmonger.com) or [asha@smithandmonger.com](mailto:asha@smithandmonger.com) (or just email the answers back if you prefer.)**

The longer you leave it to return your questionnaire, the less time our PR agency will have to try to attain coverage. It's worth remembering that a lot of magazines work months in advance.

Please also email any press releases or product information to [laurel@smithandmonger.com](mailto:laurel@smithandmonger.com) or [asha@smithandmonger.com](mailto:asha@smithandmonger.com) together with supporting photographs and a company logo. Photography needs to be of a high quality, at least 300 dpi and 3 MB in size

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## STEP 2: Exhibitor Surgeries

Smith & Monger offers an exclusive service of free PR Surgeries available to all exhibitors at the National Wedding Show and The Luxury Wedding Show. These will include expert help and advice on how to maximise your brand and utilise the opportunities available through exhibiting at the shows. Smith & Monger will be in touch in the coming weeks with further information about how to sign up for a surgery.

## STEP 3: Competitions

One of the best ways that you can get coverage and benefit from our considerable PR and Marketing activity is to provide product for a competition that Smith & Monger can place in both print and broadcast media in the months preceding the show.

Often we need to agree these competitions months before the show, so advance preparation is needed. Please note that these competitions are NOT the same as any competition you may run from your stand at the shows and the PR agency does NOT need to know about these competitions.

Competitions in newspapers, magazines and on the radio/TV are an excellent way of generating free publicity for your company as they are generally given significant editorial space/airtime and attract major consumer interest. It's also very cost effective as the cost of the product or service to you will invariably be significantly less than the value of the space in the publication or on radio/TV.

If you are willing to put forward a prize for consideration, please indicate this on the press questionnaire, together with the estimated value of the item. It may also be worth dropping Smith & Monger an email titled 'Competition Prize' to [laurel@smitha&monger.com](mailto:laurel@smitha&monger.com) with details of the prize and its value. We have placed prizes from a pair of cufflinks to a £10,000 honeymoon – so no prize is too large or small.

If we identify a suitable opportunity we will contact you to discuss possible media partners etc. If you agree to participate in the competition we will then ask you to supply additional information about the product, any suitable visuals and your company logo. Please note that we will always confirm every competition opportunity with you in advance and no competitions will be placed without your prior consent. So offering a prize on the competition form DOES NOT mean you are obliged to offer that prize if you do not want to go ahead with a competition offered.

Smith & Monger will undertake all liaisons with the publications on your behalf and once the competition has been published we will supply you with all press coverage of the competition and details of the competition winner.

**We do not guarantee that any competition prize offered to the organisers of the National Wedding Show will automatically be used.**

## STEP 4: The On-Site Press Office

The Press Office is located within or next to the exhibition hall. It is the first stop for visiting journalists and will be open daily throughout each exhibition. It is in your interest to ensure that information about your company is available. Please bring 20 press packs to the Press Office (see below for details) on the afternoon prior to the opening of the show or before 9am on the opening morning. A small supply of press packs should also be kept at your stand for any visiting press.

Please note that, in the interests of your company, only editorial members of the press will be allowed to use the Press Office facilities during the show. However, you can check with the Press Office from time to time to ensure we have a sufficient stock of your press packs.

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It is also worth checking at the end of the show if there are any press packs left over if you wish to collect and reuse them.

## STEP 5: How to Produce a Press Pack

### A press pack should contain:

- A company profile and any recent press releases, with supporting photographic material (please include captions on the back of all photography).
- Details of your stand number and a PR contact name and number.
- We recommend that you bind your press packs together in some sort of folder so that the information does not become separated.
- Do not include your sales literature, as this is not of interest to the press.
- All releases should be typed in double-line spacing. One single A4 page should be sufficient: more than 2 pages are probably too long.
- Maybe think about packaging your company information in a quirky fashion that will make it stand out from the other press packs. Some exhibitors include a small gift etc in their press pack.

## STEP 6: Press Goodie Bag

- A great way of really letting the press know about your company is to provide a gift for the press goodie bags that are given to VIP press visitors. These bags are picked up by the most influential members of the bridal press, plus other leading national and regional press, TV and radio journalists – so it's a great way of promoting your business.
- We cannot put ANY press packs or literature in the bags – it has to be a worthwhile gift such as a scented candle, chocolates etc. Approximately 100 press bags are made up but you can offer as many or as few gifts as desired.
- Please bring any goodie bag inserts into the press office on the afternoon prior to the opening of the show or before 9am on the opening morning.

If you are interested in this opportunity, please email Laurel Waldron at [laurel@smithandmonger.com](mailto:laurel@smithandmonger.com) titled 'Goodie Bags' with details of what you will be delivering to the Press Office.

## ♥ IMPORTANT POINTS TO REMEMBER!

- ♥ The sooner you send back your press questionnaire the more opportunities there are available to you!
- ♥ The press are constantly looking for stories and asking us for information and case studies– if we have your information at our fingertips, you have more chance of getting press interest.
- ♥ Even if you are late booking for the show, you still have press opportunities open to you. While you may have missed the boat for editorial competitions and pre-show press interest, we have press constantly visiting The National Wedding Show and your product can be placed right in front of them. So it really is a good idea to make sure you put together some press packs for the press office. Drop

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them off to us on set-up day or BEFORE the show starts on the first day to ensure they are there for the first flurry of press attending on the morning of day one!

## Disclaimer

Smith & Monger and Ocean Media will not be held responsible for any losses, claims, damages, expenses or liabilities incurred based on materials furnished, by exhibitors to the National Wedding Show for use or distribution by Smith & Monger or by the publication of press release, statement, promotional copy, editorial, competitions or the like which has been given for the purpose of publicity. Ad hoc opportunities will arise over the course of the campaign which Smith & Monger will endeavor to utilise as far as possible. Please advise a suitable contact, either in-house or at your PR agency, who we should get in touch with in the event of such opportunities.

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## FORM 2

### The Press Questionnaire

**Please return this form to us as soon as possible**

**Laurel Waldron**

Smith & Monger  
No 4 Wakeman Road  
London  
NW10 5BN  
Tel: +44 (0)8453 131 713  
Email: [laurel@smithandmonger.com](mailto:laurel@smithandmonger.com)

Smith & Monger, on the behalf of Ocean Media Group, is responsible for the public relations activities surrounding the National Wedding Shows.

In order to ensure that you receive maximum PR support as an exhibitor, please fill in this questionnaire and return it immediately by fax to 0871 528 4671 or by email to [laurel@smithandmonger.com](mailto:laurel@smithandmonger.com). In addition, please post or email any supporting, relevant press releases and photographs to us, making sure you clearly mark your photographs on the back with the company and product name.

### **THIS INFORMATION IS FOR PRESS PURPOSES ONLY AND BEARS NO RELATION TO THE CATALOGUE ENTRY FORM**

Please note that this is designed to maximise your publicity opportunities prior to the shows and any information will be used by Ocean Media Group and Smith & Monger for public relations purposes only.

**Please indicate which show/s you are exhibiting at**

24<sup>th</sup> – 26<sup>th</sup> February 2012, London Olympia

16<sup>th</sup> – 18<sup>th</sup> March 2012, Birmingham NEC

**Please complete all sections in CAPITAL LETTERS and in as much detail as possible.**

Company Name \_\_\_\_\_ Title \_\_\_\_\_

Marketing or PR Contact \_\_\_\_\_

Tel No. \_\_\_\_\_

Email Address \_\_\_\_\_

[www.nationalweddingshow.co.uk](http://www.nationalweddingshow.co.uk)

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Website \_\_\_\_\_

Type of Business \_\_\_\_\_

**Cont.**

## **FORM 2 (cont.)**

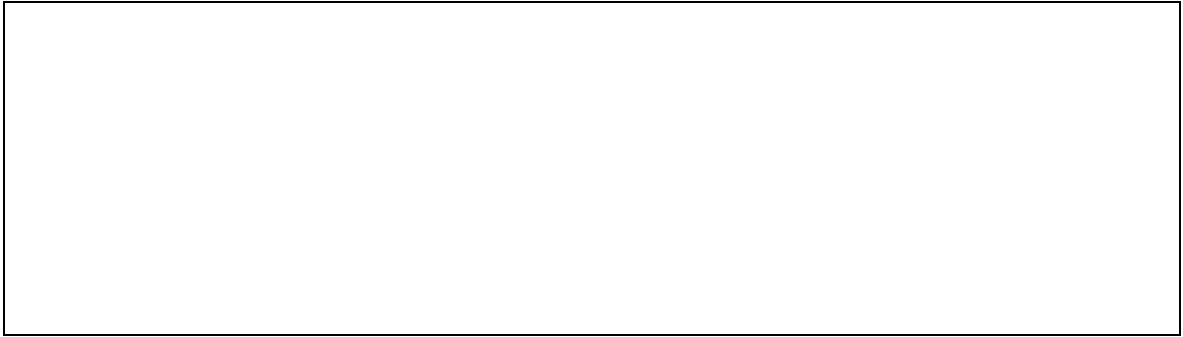
1. Please supply general information about your company and the portfolio you will be promoting on your stand.

2. Would you be willing to provide any products/services as part of a competition prize for media competitions prior to the show? If so, please specify the prizes you could offer & indicate their consumer value.

3. Please indicate your own promotional activity in relation to your presence at the National Wedding Shows (if relevant): If you have any leaflets, brochures or press releases that illustrate your product, please enclose them with this form. Please make sure you return both pages of **Form 2**

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**4. Our PR agency Smith & Monger offers one-to-one PR Surgery consultations. Would you be interested in attending? A range of available dates will be provided in a later email.**

**5. Press coverage of your brand can be printed into show cards by Smith & Monger which can be displayed on your stand. If you would like further information and pricings, please let us know here.**

**Thank you for your assistance.**

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## 2.2 Official Show Guide

### FREE Show Guide listing

No visitor leaves the show empty-handed, and one of the most valuable things that they will walk away with is the Show Guide – every bride's little black book of essential contacts and a valuable record of their visit to the show. Every exhibitor receives FREE entry into the show guide and a 50-word description of your company, product or service.

To send in your entry to TRMG, our Show Guide publishers, please complete the **show guide entry forms** which can be found in the **Exhibitor Area of our website**. Please make sure that you return your completed form to TRMG by the date indicated on the form in order to be sure that your entry is included in the Show Guide. **Alternatively you can fill out the forms online at [www.trmg-online.com](http://www.trmg-online.com)**

Please refer to the form relevant to the show/s in which you are exhibiting at

- ♥ **FORM A** 24<sup>th</sup> – 26<sup>th</sup> February 2012, **London, Olympia**
- ♥ **FORM B** 16<sup>th</sup> – 18<sup>th</sup> March 2012, **Birmingham, NEC**

#### **DEADLINES:**

Please return the forms no later than:

- FORM A London Olympia** -17<sup>th</sup> January 2012
- FORM B Birmingham NEC** – 15<sup>th</sup> February 2012

#### **Send to:**

**Tracey Macer**

TRMG

Winchester Court, 1 Forum Place

Hatfield, Hertfordshire, AL10 0RN

**Tel:** +44(0)1707 273999 x 247 **Fax:** +44(0)1707 276555

**Email:** [tracey.macer@trmg.co.uk](mailto:tracey.macer@trmg.co.uk)

### Advertising in the Show Guide - a buying directory

For significantly increased impact, you may want to consider advertising in the guide.

Taking an advert will immediately help your company stand out from the crowd and gain real prominence in this heavily-used reference book for all visitors – both while they're at the show and for the duration of the planning period until their wedding.

An advert gives you the chance to express your message more expansively, and to tie in your brand, product or service image with your stand display to make a really memorable impression of your participation at The National Wedding Show.

**To discuss the range of advertising options in the Show Guide, please contact:  
Tamara Cotton at TRMG on +44(0) 1707 273 999 ext 258.**

[www.nationalweddingshow.co.uk](http://www.nationalweddingshow.co.uk)

## Section 3

# Tips about exhibiting

As you know, exhibitions provide a truly exceptional promotional platform: they're a unique, 3D experience which, unlike advertising, direct mail, PR or any other type of promotional media, allows your potential customers to feel, smell, taste and try on...The fact that the exhibition experience appeals to all the senses makes it an intensely memorable medium – and offers you the chance to bring your product or service to life in a way that no other medium can do. And because exhibitions are all about people, they are also fun!

### 3.1 Stand design

The layout and design of your stand should reflect what you want to achieve and differentiate you from every other exhibitor. Colour, light and layout are key in helping your stand tell the story about your product or service.

Think carefully about how people approach and leave the stand so that your display has maximum impact, easy access and is inviting to visitors. Keep product layout clear and simple – repetition of the same item, for example can be highly effective and eye-catching. Lighting can be used to define specific focal points and simple, clear, professional graphics can highlight your key messages very succinctly. Whatever your objectives for being at the show, your stand should be designed to be inviting, interesting and professional and to reflect the uniqueness of your product/company or service with impact.

### 3.2 Promotional literature

Are you planning to give visitors any information about your company or service? If so, will all visitors get the same item? You may want to consider having different types of information available, so that expensive brochures only reach the hands of the most seriously interested visitor, with the simply curious taking away a business card or flier, for example.

Please see Section 2.1 for details on what you may wish to make available to members of the press.

### 3.3 Activity on the stand

Your stand should reflect your objectives for the show, so make sure you think hard about how it will be used. If you are exhibiting wedding gowns, for example, have you designed in enough private space for visitors to try on samples? If you are presenting a honeymoon destination does your stand 'paint a picture' of that destination? Graphics, flavours, colours and even refreshments can all be used to make a real impact on all the senses and capture the unique appeal of a destination in a way that a conversation and brochure simply can't. If you are sampling, how easy and tempting is it for visitors to walk on to the stand to collect a sample? If you are sampling food or drink, how will this be presented and stored? If you want to collect as many 'leads' as possible. Have you offered an incentive and how easy is it for visitors to leave their details?

### 3.4 People, people, people

Exhibitions are all about people and the success of your participation is often down to the quality of the contact that you (and others working on your stand) have with the visitor. People buy people so do make sure that everyone's properly briefed and looks friendly and approachable at all times (not forgetting that you're on view all the time).

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Standing on the edge of your stand, arms folded and looking bored is not the most welcoming sight for a visitor – but it's amazing that some exhibitors do just that! Equally surprising is the sight of stands full of half-eaten sandwiches and dirty cups – once again, it's extremely unappealing and fortunately the exception rather than the rule! Of course, most exhibiting companies present a really professional and attractive display. Ensuring that you have cover for the stand when you need to leave it is also an important consideration.

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## 3.5 Contact Details for the Autumn 2011 Shows

### **Event Director**

Alejandra Campos Morales  
[alejandra.campos@oceanmedia.co.uk](mailto:alejandra.campos@oceanmedia.co.uk)  
+44 (0) 207 772 8406

### **For marketing queries contact:**

Gabi Webb

#### **Marketing Manager**

[gabi.webb@oceanmedia.co.uk](mailto:gabi.webb@oceanmedia.co.uk)  
+44 (0) 207 772 8316

Grace Beatson

#### **Marketing Assistant**

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