

The Wedding Scene

Exhibit with The Wedding Scene

Wedding Shows that *brighten* your business!



EXHIBITOR INFORMATION PACK

2021

theweddingscene.co.uk

The Who, What & Where



The Wedding Scene is owned by Charlotte (hello)

I started working in the wedding industry in 2014, designing wedding stationery and I was fortunate enough to win The Dorset Wedding Supplier Awards Wedding Stationer category in 2015. I've created wedding stationery for couples all over the UK and love the artistic aspect of my work, the stationery has evolved but continues on a reduced scale to this day.

So when I say, I'm in this with you, I really am.

I've exhibited at wedding fairs (and still do) and experienced highs and lows with them. I know what it's like to work with couples and the journey you take with them as they lead up to their wedding day. I've taken part in, and organised, styled shoots, submitted to blogs and magazines (and been lucky enough to be published in quite a lot). I know what it means to be in the wedding industry.

As I've mentioned, I've exhibited at wedding shows (or fairs, showcases or - shudder - fayres) and having had some pretty poor experiences at some, for fairly sizeable fees, I took it upon myself to shake things up. Starting with bringing a wedding showcase to my home town of Sturminster Newton, Dorset in 2017.

Since that showcase, I've gone on to organise Dorset's largest one-day wedding show with the East Dorset Wedding Show, which remains a hugely popular wedding event for couples and suppliers alike.

2020 brings a fresh new look and a brand new name to better illustrate what we offer wedding professionals and the soon-to-be-weds in the UK and 2021 is going to be a sensational year in wedding world after we've all suffered through the 2020 craziness.

Our wedding shows are diverse, informative and inspirational - wedding planning should be fun, but we make it easy too.

At each of our shows, couples can peruse a wide range of information boards to empower them in their planning, a decor inspiration area to help inspire them and all of our incredible exhibitors to make it all come together for them. That is at every one of our shows.

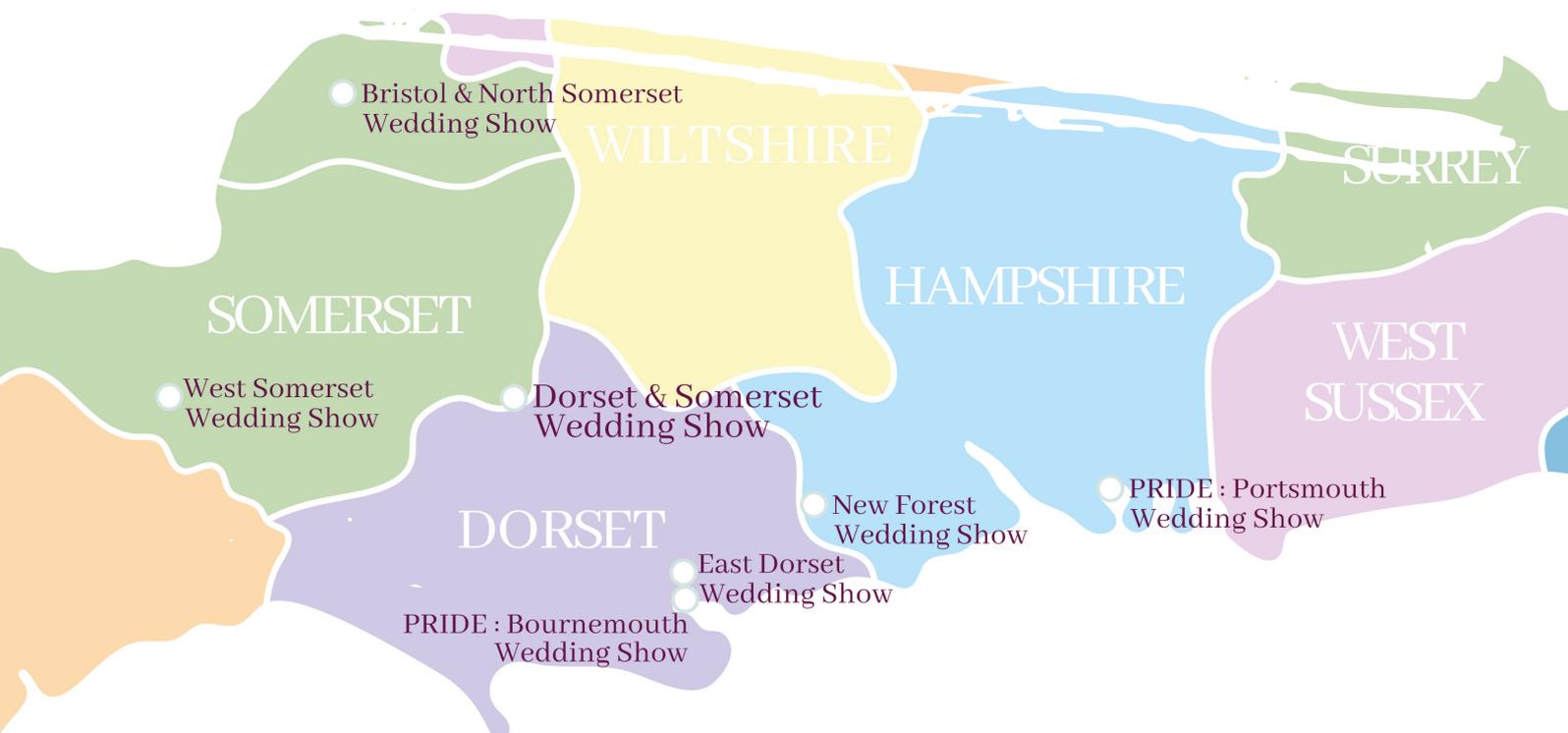
We've gone all out on decor, creating our own catwalk and fashion show backdrop and decoration, exclusively to fit our vibe, whilst displaying gorgeous wedding-wear of course.

We love bragging about the excellence of our exhibitors so our marketing is personal, effective and plentiful.

From 2020/2021, we're super excited to bring you the following shows;

East Dorset Wedding Show
New Forest Wedding Show
West Dorset Wedding Show
Bristol & North Somerset Wedding Show
PRIDE : Bournemouth Wedding Show
PRIDE : Portsmouth Wedding Show
Dorset & Somerset Wedding Show

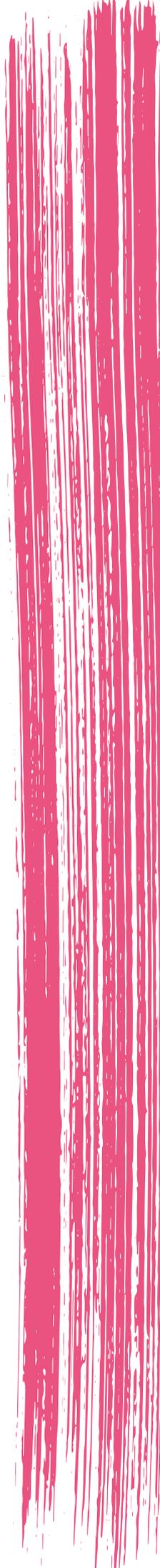
Who knows where we might pop up next?!



What We're Known For

1. Outstanding, consistent footfall at every one of our shows.
2. Warm, genuine pre-show promotion.
3. Going all out on our fashion show and inspiration areas.
4. Creating a fun and friendly atmosphere – relaxed couples make confident decisions.
5. Being passionate about raising wedding industry standards.
6. Being seen EVERYWHERE with our wedding show marketing.





What You Get For Your Investment

YOUR STAND SPACE

- A trestle table to suit the selected size
- Somewhere to park your bottom
- Electric if you need it

INCLUSION IN THE GOODY BAG

We will include up to 125 leaflets or other marketing literature/items in the goody bags as standard.

YOUR BUSINESS DETAILS IN THE SHOW GUIDE

We produce Show Guides for every one of our shows, and a guide is given to every couple. Not only that, but the guide is full of useful info to aid retention, meaning couples have your details to hand for even longer.

PRE-SHOW PROMOTION

We shout about your business before the couples even get to meet you! Best of all, we do it all for you, using imagery from your social media and getting to know your business, we help promote your business for more than just one day. We even have exhibitors take bookings from the promos alone!

AFTER-SHOW PROMOTION

Yep, that's a thing too! After the show is all done and dusted, we add your details to our Previous Show section of that particular wedding show, so couples can find you even easier! We also add the Show Guide as a gallery in case they've misplaced theirs.

NETWORKING

Get to know your peers! We always have a good range of seasoned pros and newer businesses join us, so just when you think you know everyone, boom! There's a new face!

BOOKINGS

Whilst we can't guarantee that every couple is going to book you, we'll give you the best opportunity to make them want to. A steady flow of eager couples throughout the day offers you the chance to chat, get to know them and show them why you're the best fit for them.

Big Little Perks

IDENTIFYING YOUR TARGET AUDIENCE

We offer every bride and groom a 'getting hitched' sticker upon entry so you don't find yourself erroneously chatting to a bridesmaid thinking they're the bride.

BEST STAND COMPETITION

Each show has a Best Stand Competition, judged by Charlotte and a member of The Wedding Scene staff. The winner gets a prize in the form of bubbles and chocs, a certificate and...a half price stand for the next show!

FRONT COVER STAR COMPETITION

Another clever little way of marketing the heck out of your business – submit your entry for our Cover Star Competition. A photo of your work is all we need and the top three entries get all kinds of extra social media promotion courtesy of a public vote and the winner gets to grace the front cover of our Show Guide – eek!

GET INVOLVED

We always hold a fashion show or roaming fashion show, so if you would like to help with dresses, makeup, music or décor – get in touch ASAP as these spots fill fast.

In addition, we present 3-4 tables, laid up as a wedding reception display but focusing on different themes and styling so there's lots of scope here for florists, furniture suppliers, stationers, venue stylists, favours and props.

Everyone that takes part is named in the Show Guide and a large professionally printed display board in the area, not to mention extra shout outs on social media.



Most Importantly

We know what it's like to exhibit as a wedding professional, and to feel suffocated by other suppliers that offer the same service as you. It has always been our number one priority to make sure our exhibitor numbers are a good ratio and our floor plans are something we take a huge amount of pride in. Neither you, nor the couples attending, will ever feel over-saturated.

We never have more than 10% of the total exhibitor number filled with any one category, and usually, this is far lower at between 5 – 7%. For instance, of 86 exhibitors at East Dorset Wedding Show, 6 were cake designers.

We also pride ourselves in getting to know your business so wherever possible, we won't accept bookings from multiple suppliers with the same style. Say we have 3 stationers, one might be handcrafted, one might specialise in pre-designed floral graphics and one might thrive on bespoke commissions.

And that, my friends, is how you ensure that everyone has the best experience possible. By exhibiting with a professional, knowledgeable company who go above and beyond to promote you, market the events, and inspire couples, you find your ideal clients with ease.

We've never seen fewer than 80 couples at any of our wedding shows and that's increasing each and every time.



“This company goes above and beyond anything I have ever experienced, organised, thorough, friendly and extremely good at what they do, nothing is too much trouble. The event was well attended, well thought out and with a fantastic mix of quality suppliers”

Our Wedding Shows

East Dorset Wedding Show

Dorset's BIGGEST one day wedding show

A huge, beautiful choreographed catwalk fashion show, tented inspiration area and a chill zone 'Wedding Information Station' all housed over two enormous halls.

Venue: Corfe Hills School
Date: Sunday, 28th February 2021
Sunday, 26th September 2021
Time: 11:00 - 15:00
Maximum Exhibitor Number: 86

New Forest Wedding Show

The New Forest's premier wedding show

A gorgeous choreographed fashion show on the massive show stage, dedicated room to house the inspiration area and a chill zone Wedding Information Station, all presented over 3 distinct areas.

Venue: Ringwood School
Date: Sunday, 31st January 2021
Sunday, 17th October 2021
Time: 11:00 - 15:00
Maximum Exhibitor Number: 60

West Somerset Wedding Show

The most fabulous new Wedding Show in Somerset

Just 6 minutes from the M5, this quaint wedding venue holds a roaming fashion show, a dedicated area to house an inspiration area and a static 'Wedding Information Station'.

Venue: Wellington School
Date: Sunday, 28th March 2021
Sunday, 3rd October 2021
Time: 11:00 - 15:00
Maximum Exhibitor Number: 55

Bristol & North Somerset Wedding Show

A truly enormous wedding show with City centre convenience promoting wedding industry excellence.

Held at Bristol City Centre Marriott, this stunning hotel houses a dedicated room for our huge, beautifully choreographed catwalk fashion show, an inspiration area to wow upon entry and a chill zone 'Wedding Information Station' right in the middle of it all.

Venue: Bristol City Centre Marriott Hotel
Date: Sunday, 16th January 2022
Time: 11:00 - 15:00
Maximum Exhibitor Number: 80

PRIDE : Bournemouth Wedding Show

Dorset's FIRST LGBTQ+ Wedding Show

This fabulous cliff-top wedding venue holds a roaming fashion show, a dedicated area to house the inspiration area and a static 'Wedding Information Station'. We are only accepting exhibitors who can demonstrate experience of same-sex weddings, or are able to tailor their stand to ensure an inclusive vibe to the wedding show.

Venue: Bournemouth Highcliff Marriott Hotel
Date: Sunday, 21st March 2021
Time: 11:00 - 15:00
Maximum Exhibitor Number: 65

PRIDE : Portsmouth Wedding Show

Hampshire's FIRST LGBTQ+ Wedding Show

This hugely adaptable and accessible wedding venue holds a roaming fashion show, a dedicated area to house the inspiration area and a static 'Wedding Information Station'.

We are only accepting exhibitors who can demonstrate experience of same-sex weddings, or are able to tailor their stand to ensure an inclusive vibe to the wedding show.

Venue: Portsmouth Marriott Hotel
Date: Sunday, 7th November 2021
Time: 11:00 - 15:00
Maximum Exhibitor Number: 65

Dorset & Somerset Wedding Show

Massive, luxurious and buzzing!

Over two days, an enormous marquee holds the biggest wedding event to happen in the South West. Up to 120 exhibitors, indoor and out, a huge stage to hold the beautifully choreographed fashion show, an amazing vibe to help couples make those all-important bookings – what more could you want from a wedding planning experience

Venue: Henstridge Airfield

Date: Saturday, 17th April 2021 - Sunday, 18th April 2021

Time: 10:30 - 16:00

Maximum Exhibitor Number: 120

See the dedicated pack for Dorset & Somerset Wedding Show – something that big needs its own handbook!



So, what will it cost me?

Just your soul! Jokes! Worry not, our rates are excellent value for money, courtesy of all the awesome perks you get on pages 5 and 6 (oh yeah, TWO pages of perks - it's that good). Not to mention, super affordable with a low £50 deposit per show!

We just ask you to have paid the full balance for the upcoming show, 6 weeks before show day.

We even have a multiple show discount scheme so if you make your deposit payment for 3 or more shows at once, you get a massive 15% discount on the stand price for each show.



East Dorset Wedding Show

4ft Stand	£75.00
8ft Stand	£120.00
16ft Stand	£175.00
Performers/Outside Spaces	£75.00
Bespoke	POA

New Forest Wedding Show

4ft Stand	£75.00
8ft Stand	£120.00
16ft Stand	£175.00
Performers/Outside Spaces	£75.00
Bespoke	POA

West Somerset Wedding Show

4ft Stand	£75.00
8ft Stand	£120.00
16ft Stand	£175.00
Performers/Outside Spaces	£75.00
Bespoke	POA

Bristol & North Somerset Wedding Show

4ft Stand	£100.00
8ft Stand	£150.00
16ft Stand	£225.00
Performers/Outside Spaces	£100.00
Bespoke	POA

PRIDE : Bournemouth Wedding Show

4ft Stand	£100.00
8ft Stand	£150.00
16ft Stand	£225.00
Performers/Outside Spaces	£100.00
Bespoke	POA

PRIDE : Portsmouth Wedding Show

4ft Stand	£100.00
8ft Stand	£150.00
16ft Stand	£225.00
Performers/Outside Spaces	£100.00
Bespoke	POA





See You Soon!