



WEDDING INNOVATIONS

presented by the

TORONTO STAR
theater.com

National BRIDAL SHOW

September 21-23, 2018
International Centre, Hall 1

WWW.NATIONALBRIDALSHOW.COM



National Bridal Show



@Nnt1BridalShow



@NationalBridal

A place where *innovation* weds *inspiration*

For over 40 years, the Toronto Star National Bridal Show has proudly presented the most inclusive and inspiring wedding planning resource in Ontario.



For over 40 years, the Toronto Star National Bridal Show has proudly presented the most inclusive and inspiring wedding planning resource in Ontario. In our pursuit to continuously bring trend setting vendors and forward-thinking wedding couples together, we are proud to introduce a show like no other.

Through our extensive marketing plan across print, digital and social, (ask us for more details) and our leading edge approach, we have created opportunities for brands like yours to generate qualified leads, while consumers shop new trends and experience gain inspiration.

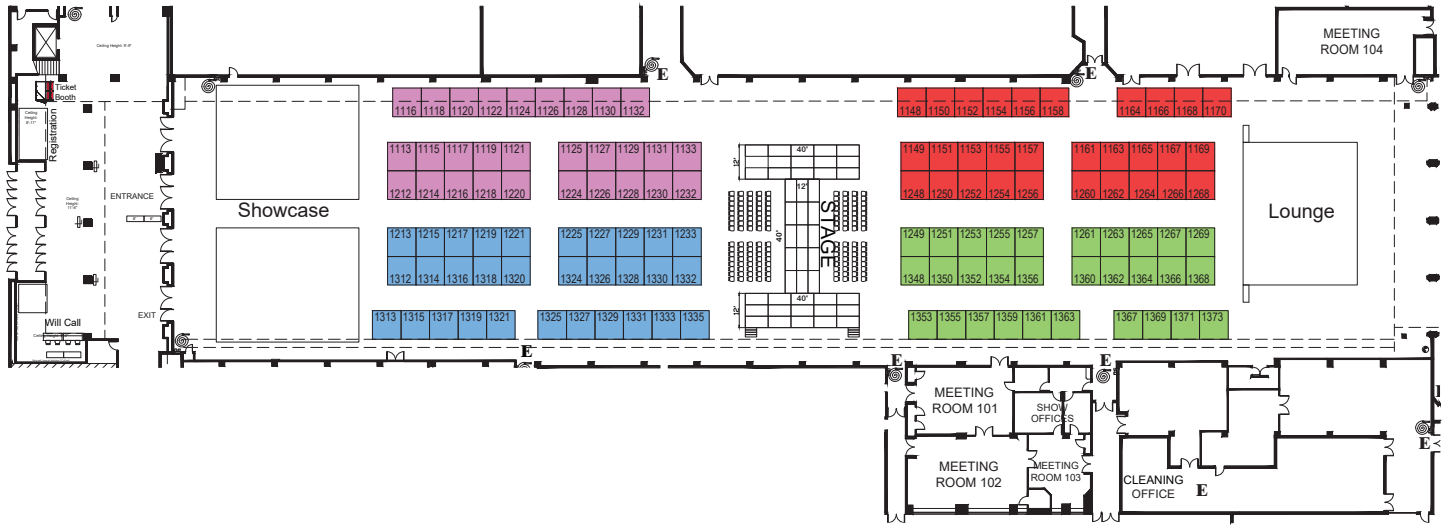
After extensive research, the team that brought you the National Bridal Show is excited to introduce its reinvented Fall 2018 Show – ***Wedding Innovations brought to you by the National Bridal Show.***

With a new mission statement to bring the absolute best ground breaking wedding trends, we are now accepting applications for wedding vendors across Ontario to join this opportunity.

If your business is changing the wedding industry through eco-friendly initiatives, leading tech, cool and inventive practices, apply today to be a part of the most innovative wedding show. Ask us about how to receive a rebate off your booth price!

This new experience will allow brides, grooms, and their friends and families to visit with dozens of carefully curated wedding vendors that are revolutionizing the industry with their unique and innovative products and services. In a fresh and modern show floor plan, attendees can find innovative vendors providing eco-friendly and green wedding options, digitally innovative offerings, traditional wedding vendors, and niche retail vendors in our marketplace.

Floor Plan



Green Quadrant

Businesses with environmentally, sustainable or organic options can chat with potential clients and showcase their products and services in our Green Quadrant.

Companies that would excel in this section:

Organic catering, electric transportation, venues with energy-efficient lighting.

Tech Quadrant

Plug into our Tech Quadrant to present your cutting-edge technology or conventional wedding applications to a modern crowd!

Companies that would excel in this section:

Virtual reality or drone capabilities, 3D printed cake topper companies, businesses with new and emerging tech or conventional wedding offerings, etc.

Marketplace

Companies interested in making onsite sales, and small businesses looking to make a lasting impression can do so in the Marketplace. Reach your target demographic in a quadrant that is dedicated to retail shopping.

Companies that would excel in this section:

Boutonniere/Bridal party gifts, bakeries, bachelor/bachelorette activities, publications, businesses with storefronts, etc.

Classic Quadrant

Businesses that are the cornerstones of the wedding industry can gather qualified leads in our Classic area.

Companies that would excel in this section:

Wedding venues, décor and rentals, wedding planners, travel agencies, etc.



SHOW INFO

LOCATION

International Centre, Hall 1, Mississauga

MOVE IN

Thursday, September 20 8 am to 6 pm
 Friday, September 21 9 am to 2 pm

SHOW DATES

Friday, September 21 5 pm to 9 pm
 Saturday, September 22 10 am to 6 pm
 Sunday, September 23 10 am to 5 pm

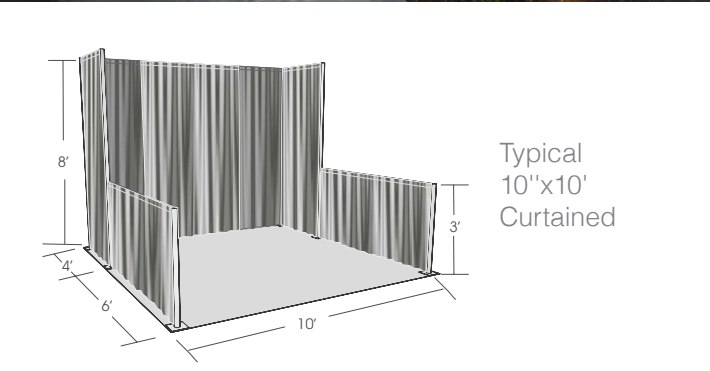
MOVE OUT

Sunday, September 23 5:01 pm to 11 pm
 Exhibitors may not dismantle their booths or remove display materials from the building before the show closes at 5:00 pm on Sunday. All display material and stock must be completely removed from the building by 11:00 pm on Sunday

EXHIBIT SPACES AVAILABLE

- 10'x10'
- 10"x20'
- 10'x30'
- 20'x20'

Corner Premium
 Fashion Show Participation - Contact us for more information



Typical
10"x10'
Curtained

EXHIBIT SPACE INCLUDES:

- A curtained back wall and sidewalls. 8' height restriction.
- 1/5 company feature in Show Program
- Company listing on show website with link to your site
- 15 complimentary access passes (with 10'x10' exhibit space)
- 1 x dedicated social post promoting your involvement in the show across NBS channels (image and copy must be provided)

EXHIBIT SPACE DOES NOT INCLUDE:

- Hydro
- Display materials or booth signs

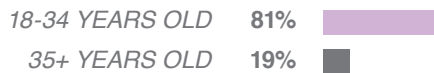
Booth sharing is not permitted. Complete show services for exhibit design, installation, furnishing rentals and electrical will be available through show contractors. Check online for exhibitor manual and for more information contact jcoffinr@metroland.com or visit <http://www.nationalbridalshow/fall>.

Why Exhibit?

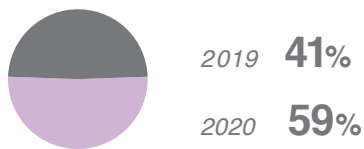
- Build your emerging database - continue to engage with your target market to convert sales
- Build meaningful brand awareness within industry and broaden target market
- Amplify your marketing arsenal by shooting video, gathering feedback and consumer data, and launching branded content
- Brand yourself as a leading-edge wedding vendor in front of thousands of qualified consumers including your target audience who are looking to make a purchase. Position yourself as an industry innovator, in a show the first of its kind.

Demographics

Age



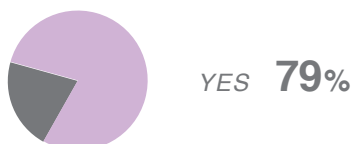
Date of Wedding



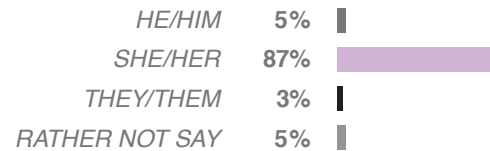
What is your estimated wedding budget?



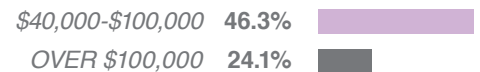
Plan on making an onsite purchase?



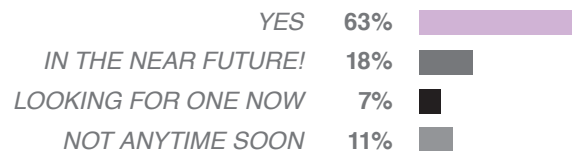
Preferred Pronoun



Household Income



Do you own a home?



Plan on making an onsite purchase?





Additional Marketing Opportunities

Wedding Couple Gift Bag

Our show bag features a cross-section of marketing materials and samples targeted to the first 3000 wedding couples (500 Friday, 1250 each Saturday and Sunday) in attendance. Show bag participants must deliver their inserts to the venue the Thursday of move in by 9:00am and attention: Jamie Coffin, National Bridal Show. Deliveries received after the deadline are not guaranteed to make it into the bag.

Show Program

Make your presence with the National Bridal Show go deeper by advertising in the show program. Your advertisement will be viewed by your target audience, through distribution to the first 5000 wedding couples that attend the show.

Branded Guest Blog Post

Looking to increase your thought leadership in the wedding industry? Share your branded content on our blog! A branded blog post will increase your brand visibility with your core demographic and start a conversation with qualified and engaged wedding couples. All branded blog posts will be promoted across our social media to maximize exposure.

Social Media

By sending in the following, your company has the opportunity to be promoted across our social media channels - Facebook, Instagram and Twitter. Please note, content will be used on a first come, first served basis, and is not guaranteed.

- A high-quality jpeg image of your business and/or it's services.
- A paragraph describing your business, products, services and/or offerings at the show (Please note, content will be tweaked to fit word count and tone for each social platform).
- Your social media account handles and any hashtags associated with your business or show offering.

But if you'd like to add guaranteed social coverage, contact us for pricing.

Digital Marketing Opportunities



DRIVE SIGNIFICANT EXPOSURE TO MILLIONS OF USERS ACROSS OUR EXTENSIVE LOCAL NETWORK.

DISPLAY ADVERTISING

With our 40+ rapidly growing websites in the Metroland network, our advertisers have access to a wide range of solutions to deliver their marketing messages as well as provide the most hyper-local display targeting available across both desktop and mobile platforms.

BEHAVIOUR TARGETING

Metroland's behaviour targeting program allows brands to cater their ads to consumers based on interests and online behaviour, ensuring message relevancy and driving user engagement.

GEOFENCING

Metroland's mobile geofencing service gives brands an opportunity to hyper-target their message by showing ads to users when they are browsing on their mobile phone

For more information, contact us today!



The most inclusive and inspiring wedding experience.



Testimonials

The National Bridal Show is a professionally run bridal show that will allow a bride to find quality suppliers all in one place, to help make the wedding day a spectacular event.

– *Wedding Essentials (Returning Exhibitor)*

I have been a vendor at 5 other Bridal Shows but this was my first at NBS. I received more qualified leads than my last 3 shows put together. The show organizers take a lot of time to ensuring a fantastic client experience by limiting the number of vendors in each category and keeping the whole show to a manageable size. Their marketing ensured a constant stream of attendees throughout the weekend with very little downtime. I would highly recommend NBS versus the other competing Bridal Shows in Toronto.

– *Gerard Devine Photography
(New Exhibitor in 2018)*

The success of our booth in the show exceeded our expectations as brides-to-be were literally lining up to get in our booth. By far the best show in the GTA, we are excited to participate again!

– *The Wedding Boutique by Le Chateau
(Returning Exhibitor)*

Contact

For more information or to book space call:

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