

**TORONTO STAR**  
thestar.com

*National*  
**BRIDAL**  
**SHOW**

February 2 - 4, 2018  
Enercare Centre, Hall D

[www.nationalbridalshow.com](http://www.nationalbridalshow.com)



National Bridal Show



@NntlBridalShow



@NationalBridal

# THE MOST INCLUSIVE & INSPIRING WEDDING EXPERIENCE



## LOCATION

Enercare Centre, Toronto

## MOVE IN

Thursday, February 1 ..... 8 am to 6 pm

Friday, February 2 ..... 9 am to 2 pm

## SHOW DATES

Friday February 2 ..... 5 pm to 9 pm

Saturday, February 3 ..... 10 am to 6 pm

Sunday, February 4 ..... 10 am to 5:30 pm

## MOVE OUT

Sunday February 4 ..... 5:30 pm to 11 pm

Exhibitors may not dismantle their booths or remove display materials from the building before the show closes at 5:30 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'
  - Corner Premium
  - Complimentary Fashion Show Participation
- Limited space available

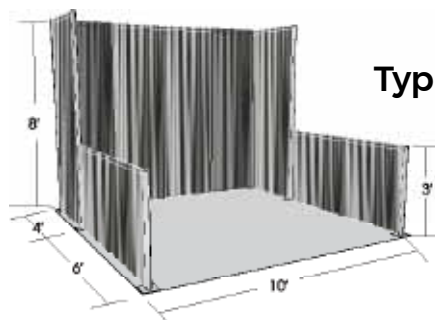
## EXHIBIT SPACE INCLUDES:

- 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 promotion in the show (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, electrical and booth cleaning will be available through show contractors. Check online for exhibitor manual and for more information <http://nationalbridalshow.com/> or contact [jcoffin@metroland.com](mailto:jcoffin@metroland.com)



Typical 10'x10' Curtained Booth



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## DON'T LET YOUR BRAND MISS OUT

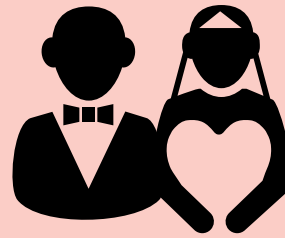
The Toronto Star National Bridal Show is proud to present the most inclusive and inspiring wedding planning resource. Our shows help qualified and engaged wedding consumers - brides, grooms, their families and friends - get the edge in creating their ideal wedding both in budget and in taste. From lavish affairs to destination weddings to intimate family gatherings, our shows focus on connecting the best wedding consumers with high quality, trusted exhibitors who provide services in every area of the industry.

Through our extensive marketing plan (ask us for more details) and our innovative approach, we create opportunities for brands like yours to generate qualified leads while consumers experience new trends, shop and hear from you via a variety of show features!

## WHY EXHIBIT?

- Reach already qualified, consumers in a format that allows you to generate deeper leads than other digital marketing opportunities - cut through the clutter and ensure that your brand is talking to your target consumers: wedding couples, their families and friends.
- Get in front of your target audience in person - a more effective lead generator than telephone or email outreach.
- The most economical way to build and increase brand awareness both in the industry and with wedding couples looking to book wedding/auxiliary event products and services.
- Strengthen your competitive position in the industry with this targeted demographic.
- Take advantage of the opportunity to amplify your marketing arsenal by shooting video, gathering feedback and consumer data, launching branded content and more!
- Join a long established and successful consumer show that ensures you'll be reaching a highly qualified audience via an extensive, far-reaching marketing plan.

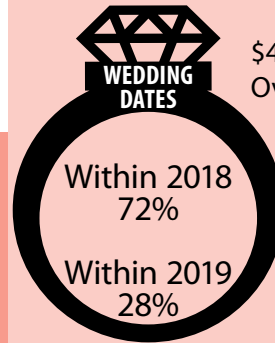
## DEMOGRAPHICS



### ATTENDEE AGE

21-34  
80%  
35-50  
20%

Male 28% Female 72%



### HOUSEHOLD INCOME

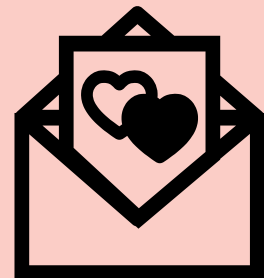
\$40,000-\$100,000.....46.3%  
Over \$100,000 .....24.1%

### ESTABLISHED WEDDING BUDGET

Up to \$34,999 ..... 76%  
\$35,000-\$50,000 ..... 15%  
More than \$50,000.....9%

### NUMBER OF WEDDING GUESTS

100 or less .....26.2%  
101-200 .....43.7%  
201-300 .....18.5%  
301-400 ..... 8.4%  
401-500 ..... 2.1%



**ON AVERAGE, TIME SPENT AT SHOW:  
2 - 4 HOURS OR MORE**



### ATTENDED THE SHOW TO MAKE A PURCHASE

Yes  
83.2%  
No  
16.8%

### WOULD THEY RECOMMEND THE SHOW TO A FRIEND

Yes  
88.5%



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## TESTIMONIALS

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

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 so excited to participate again!

### **Urban Scribes Design Studio (New Exhibitor in 2017)**

For my first show it was an amazing experience all around! Being recognized in the planning centre gave us so much exposure. Great contacts, networking and new customers were made.

### **Espresso Bella Inc. (New Exhibitor in 2017)**

EspressoBella Inc. had the opportunity to be apart of the Fall 2017 National Bridal Show and we were beyond impressed. The atmosphere was incredible and the attendees were excited from the minute they walked through the doors! We would recommend this show to everyone.

### **The Ultimate Lips Culture (New Exhibitor in 2017)**

Great turn out! Well promoted! Exhibitors are well informed from preparation to move-in to show start. It was a fantastic experience.



## CONTACT

For more information or to book space call:

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