



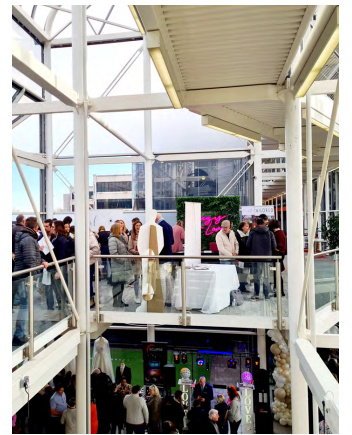
Prestigious Exhibitions & Events

Established | 2008

Wedding EXPO

Hampshire

LAKESIDE
NORTH HARBOUR



Exhibitors Information Pack

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Intro

PMN Wedding Fayres Ltd have been producing prestigious events & exhibitions since 2008. Well over 400 later, and following several years of meticulous planning, we took it to the next level in January 2023 with **Hampshire's Largest one-day Wedding EXPO**, at Lakeside North Harbour, Portsmouth.

120 wedding business exhibited & almost 3,000 visitors came along... it was the phenomenal success we had always anticipated and were now bringing you the opportunity to exhibit on **Sunday 21st January 2024**

With all the planning, preparations & marketing that goes into creating & producing another successful EXPO, we know with several months ahead of us, it will be even bigger & busier.

The rest of this year will soon fly by and with an extensive waiting list of suppliers/venues who didn't manage to book quickly enough last time (as spaces SOLD OUT in just 6 weeks of launching the Expo!) once you've read through why you shouldn't miss out on this amazing annual Wedding EXPO, we urge you to simply secure your space with a Deposit, via our LIVE EXPO Booking Form as soon as possible.

Once we're full in your category, we cannot create more space, and we'd hate you to miss out on this amazing event.

The largest one-day Wedding EXPO in Hampshire – with a difference

Taking place once more within Building 1000 & 2000 at the iconic Lakeside North Harbour, Portsmouth - this vast local venue is centrally located, with excellent transport links & free onsite parking for in excess of 1,500 vehicles. A striking glass entrance foyer, escalators lead directly to the light, airy, expansive atriums, connected by wide linkways and passageways, allowing space for in excess of 120 exhibitors throughout both buildings.

From Dresses to Transport, Venues to Jewellery, and everything in between - we'll have all categories of wedding businesses & services, showcasing who they are, and what they can offer, the South's wedding planning couples

This exclusive one-day-only event takes place on a Sunday - for all the right reasons...

For attending couples, it's all about the excitement of planning their special day; leisurely browsing, taking their time to see & sample everything on display. Chatting to YOU, soaking up the atmosphere, watching the shows & entertainment, stopping for a coffee (or something a little stronger), and staying as long they need.

For added enticement, we've opted for an 'open entry' system, so visitors can arrive as they wish on the day, and not be governed by a booked arrival time (nor having to change it, if their plans change) With all the restrictions and time-slot bookings that followed on from Covid, we've listened to our couples and feel that offering them the flexibility to come along at any time on the day, is far more beneficial for all.



With ample Free Parking, unhindered easy access, and so much to see - there's simply no reason for anyone not to attend!

For all of our exhibitors, we've purposely opted to hold the EXPO on a prime Sunday in the New Year, and for just one-day-only again.

We understand that trying to attend an exhibition that runs over an entire weekend, or longer, has lots of implications & impact, from cost to additional staffing and much more.



We've also factored in early set-up access opportunities on the Saturday afternoon (for those that can. Timings TBC) meaning you can head to the venue & set-up in advance, so that all you have to do on Sunday is arrive, refreshed!

EXPO Public Opening Hours:

🕒 11am - 5pm

There are many reasons we've planning this event for several years, and why we're doing things differently to what some might expect from a 'normal' wedding exhibition. With our many years' experience, it's all about bringing our exhibitors the best opportunity to engage with hundreds of wedding-planning-couples from all across the South, at the best price, for the best return on investment.



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Here's all you need to know...

Why Exhibit? Or why not

Quite simply, to gain more business & revenue...

Wedding-Planning is all about forward-planning, and in our 15 years' experience of wedding event organising, not to mention over 60 years combined in the industry - the arrival of a New Year always brings an influx of keen, newly engaged couples, as well those couples already in the midst of wedding-planning, as their date suddenly seems much closer.

Suppliers who exhibited with us at our January 2023 EXPO reported record leads, appointments & bookings (including on the day bookings) and three months on they're still receiving bookings from the event (See some of our amazing Feedback below)

It's always been one of our busiest Wedding Fayre Seasons, hence planning the Largest Wedding EXPO in Hampshire, for January 2024

With our extensive marketing campaigns across all platforms, coupled with our vast database of wedding-planning-couples from all across Hampshire and the surrounding counties, we know this will once more result in our renowned high footfall, and subsequently more business for you.

Our reputation has been built upon providing a fantastic experience for visitors, whilst providing our exhibitors with the best marketing platform for their business, at high footfall, well-advertised, prestigious events – at of course, the very best price.

We ensure there is a varied selection of exhibitors, from the many categories of wedding industry professionals & venues, not over saturating our events with too many of the same type.

Operating a strict maximum 10% ratio-cap, per exhibitor category, this does mean that there's a limit to how many exhibitors we can take, so it's wise not to delay, book your space as soon as possible, to avoid disappointment.

This 'cap' also allows for fairness to all exhibitors, yet choice & variety to visiting couples. However, we don't offer exclusivity to any exhibitor, but carefully select well-established larger businesses and new ventures, as we know from experience, that this is exactly the variety our visitors want & expect to see.



From photographers to florists, and every other category of wedding-related business, service, or venue, you will offer something different and unique to attending couples. Your style and price point are as individual as what you offer and exhibiting at our EXPO is an ideal opportunity to show this.

From initial inquiries, emails, calls, to booking to exhibit with us, we like to think that we add a personal service, gained from our own exhibiting experiences; from the detailed information that we provide prior to the event, to having our PMN team assist you with your equipment, and providing you with complimentary hot refreshments, making sure that you remain on tip-top form throughout.



Sometimes it's just the little things that count...

For these reasons and more, we pride ourselves on the huge supplier following we've established, with many consistently returning to exhibit at our events, some booking a year or more in advance, to secure their favoured events and dates.



And if you're wondering or questioning what the difference is between a regular Wedding 'Fayre/Fair', and a Wedding EXPO;

Our fayres usually take place within a wedding venue/hotel, so we're limited to the types or category that they will allow us to have exhibit. Naturally, they generally never allow another wedding 'venue', as that would be direct competition, plus this often extends to caterers and other types of suppliers that they may include or promote within their own packages. Our Wedding EXPO is held within a hired (and very striking) exhibition space, not relating to any type of business, therefore we can have wedding venues and any other category of wedding businesses exhibit with us, without limitations.

What does it cost to exhibit?

You'll see from our transparent pricing, along with helpful diagrams on our **EXPO Booking Form**, there are no 'premium-stand prices' ~ simply select the appropriate size for your display requirements. From Small through to XXL, Bespoke, External & Transport, our EXPO stand prices are only marginally different from our regular PMN Wedding Fayres, so we think you'll agree, this really is exceptional value for a much, much larger event with far greater footfall.

Prices are also inclusive of; display table(s) & chair(s) if required, along with a *connection to electricity for display purposes (iPads, charging mobiles, card terminals etc) Please see our full terms & conditions, regarding all electrical equipment which must be PAT tested, *external electricity supply, generators, naked flames, live animals, and all other important information,

An initial Deposit Payment, as detailed on our [EXPO Booking Form](#), is required at the time of booking, to secure your display stand area. The Balance payment will be invoiced (to the contact details as submitted on the Booking Form) and must be settled three weeks prior to the event date, by the various payment options as advised on the invoice.

Interested in spreading your payments? New business or long standing, cash flow isn't always fluid, so we'll do all that we can to make sure that you can exhibit with us. Contact us to discuss spreading payments over the coming months...

Display Stand Areas

We will provide you with as much or as little display space as you feel that you require; we want your day to be successful, for you to enjoy it, so that you return to exhibit with us again. The EXPO is quite simply, your 'shop window' for the day, so it's important to display all that you can, so couples leave knowing who they met and what services were offered. Seeing and sampling products can leave a lasting impression, whilst we appreciate using TV displays, touch screen devices and similar, can save you having to bring quite as much display equipment.

Your space will be allocated to the size you selected when you submitted your Booking Form. Floor markers will indicate your area/parameters, and all we ask it that you book sufficient space, as to not encroach on your neighbouring exhibitors. It's also disappointing if you can't display what you need to, all because you thought you could squeeze into a smaller space at a slightly lesser cost.

As event organisers, we have always produced our detailed floor plans by selecting where exhibitor stands are best situated within the event. There are many factors and elements involved for us to consider; from Health & Safety matters to how a display looks from various angles - but we can assure you there are no preferential spaces, and equally no 'bad' areas to be situated either. As previous exhibitors ourselves, we understand what you require, and we have your very best interests in mind ~ talk to us, we're happy to create the right space to suit your needs and get the price right too.



Get Involved

Make your business stand out - As with a selection of our prestigious Wedding Fayres - the January 2024 EXPO will feature professionally choreographed Fashion Shows, Live performances, Music, Entertainment, (Workshop) Auditorium Exclusives & more. There are plenty of opportunities to get involved and promote your business even further, to stand apart from your fellow competitors.

Once again, we're not looking to charge exorbitant fees for this, we have significant outlay to produce such a professional event and you can be a part of that, for what we think you'll agree, is fair and reasonable

THE Fashion Shows – Choreographed & produced by the ultimate event professionals - Manic Stage Productions, we have worked together for over ten years, and have the opportunity to featuring Bridal, Bridesmaids, Mother of The Bride, Menswear, Children, and Accessories. Not forgetting Hair & Make-up for the professional models featured in the shows. However, these enhancing opportunities often get snapped up quickly as they provide so much exposure for your business! So don't delay, get in touch

Live Performances – Do you offer services such as 'First Dance' lessons, how about taking centre stage with a demo, prior to the fashion show? From the elegance of a simplistic dance to full flash-mob, wow the crowd..

Music – solo performers often struggle to really show their talents when exhibiting among others, so what better way than to take to the stage for an exclusive live performance throughout the day.

Entertainment – couples love to keep their wedding guests entertained...Weddings Crashers, Close up Magicians, Children's Entertainers, Portrait specialists & live artists. Wedding Entertainment comes in many forms, show off your skills & talents.

Auditorium Exclusives - Want to feature in a one-to-one exclusive seated audience auditorium state-of-the-art, with high-speed Wi-Fi, PA System & presentation facilities?

We're offering presentation exclusives throughout intervals of the day (times TBC) If you're a Wedding-Planner, Toastmaster, Venue, or any other category of wedding related business for that matter, contact us to discuss any of these fantastic opportunities

Sell, Sell, Sell! - Why not recoup some costs and outlay, and sell products on the day (if your type business allows of course) You don't just have to be a Bridal shop holding a dress sale..

Be seen on our Media Screens! – Feature on our XXXL prominent TV screens in the entrance foyer & located throughout the venue, plus at the Fashion Show stage entrance. On a revolving loop, your business/venue will be seen multiple times throughout the event, to all visitors, with a large high-resolution image (Limited Spaces available)

Sponsorship – Contact us to discuss our unique Sponsorship Opportunities at Hampshire's Largest one-day Wedding EXPO. Equally, why not provide exclusive samples or content for our (Limited Edition) Deluxe Wedding Gift Bags? Thinking 'outside the box' is a sure way to attract attention to you & your business. From beautifully presented individually sealed baked cookies, to pens, to individual flower stems, a fabric swatch with your business card attached, and MUCH more. We'll be promoting what's in our sell-out bags, which means we'll be promoting you!

What's Included

Most importantly - access to hundreds of wedding-planning-couples, residual business, and significant networking opportunities!

💎 **Access opportunity** - To set-up your display (partially/fully) on Saturday. Timings will be confirmed nearer the time.

💎 **Tables & Electricity** - Our EXPO Booking Form allows you to select your desired display/stand size, with handy diagrams to help, with table(s) & one chair included, if required, as is electricity; even if you may not require it for your actual display purposes, you might need to charge your mobile or tablet, so you'll have access if needed.

💎 **Refreshments** - We also provide hot refreshments (regular branded tea & coffee) per exhibitor, throughout the day, although there are ample onsite facilities available for speciality coffees, snacks, hot meals - plus you are welcome to bring your own drinks & snacks to see you through the day. A breakout area will be provided for you to eat away from your display stand.

Exhibitor Essentials Pack - We do try and look after you! You'll also receive one of our Exhibitors Essentials Packs on your display area on the day; a clear sealed wallet with helpful notes & reminders plus - a litter bag, hand gel sachet, nibbles, refreshing mints, and other little touches to help you through the day.

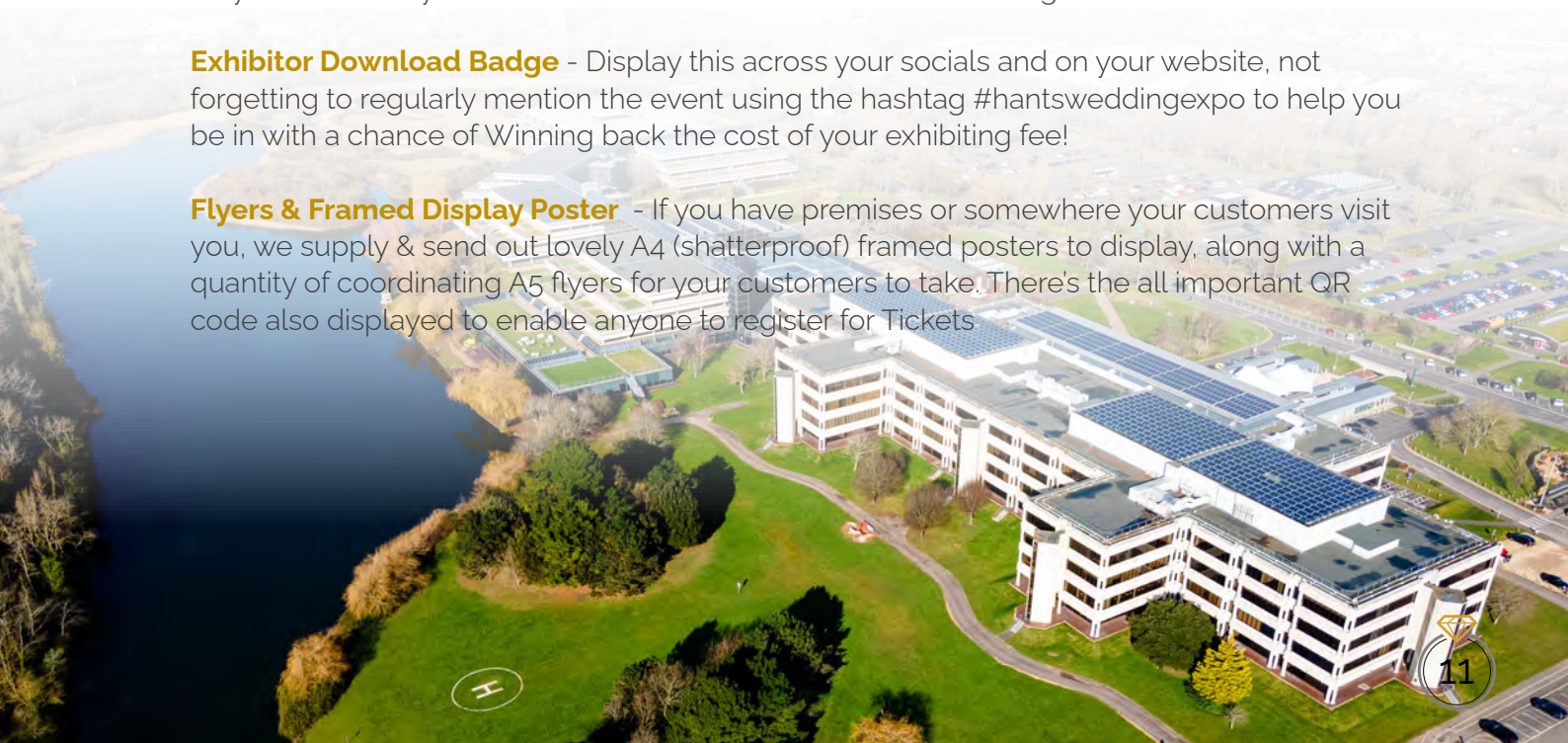
Free onsite Parking - For the duration of the event

Listing in the Wedding EXPO *Guide (*only available to attending Exhibitors, not Flyer Distribution & Display)

EXPO Hints & Tips Guide - We had fabulous feedback from our previous Hints & Tips Guide download, created to give all exhibitors, seasoned professionals, or newbies, as much information and ideas as possible, get the most out of the entire exhibiting-experience. We even had some additional suggestions, so our updated **Hints & Tips Guide** will be available for you imminently to download from our website and read through at leisure

Exhibitor Download Badge - Display this across your socials and on your website, not forgetting to regularly mention the event using the hashtag #hantsweddingexpo to help you be in with a chance of Winning back the cost of your exhibiting fee!

Flyers & Framed Display Poster - If you have premises or somewhere your customers visit you, we supply & send out lovely A4 (shatterproof) framed posters to display, along with a quantity of coordinating A5 flyers for your customers to take. There's the all important QR code also displayed to enable anyone to register for Tickets



What's Included (continued)

12-month Full-Page Unlimited Profile on The Wedding Plans

Our online Wedding Planning Platform. Feature your business/service/venue with;

- ◆ **Full Web-Page Profile** – Also providing YOU with your own Dashboard for direct access to your Profile, enabling you to amend/edit/update & change anything, anytime! Great for promoting offers, or simply updating images & text...
- ◆ **Unlimited Business Description** – Sell yourself in as many words as you wish! Include
- ◆ **Reviews/Testimonials** – To encourage couples to get in touch
- ◆ **Image Gallery** – up to 8MB per image, allowing you to show off your business to its fullest potential
- ◆ **Video Links** – to the most popular video channels
- ◆ **Interactive Map Function** – highlighting your city/town location within your County
- ◆ **Social Media Highlights** – features and mentions about your business on our *Social Media Channels (* Facebook | Twitter | Instagram)
- ◆ **TWP Download Badge & striking Acrylic Block Display** – place it on your stand at the EXPO to show you are featured on The Wedding Plans



www.theweddingplans.co.uk

- ◆ **Social Shout Out** - We'll be giving potential visitors a sneak-peek into every Exhibitor Category, across all of our social media channels. With over 7,000 followers on our Facebook Page alone – we'll be listing who's exhibiting, tagging your business page (hopefully you have one!) for all to see, providing you with even more exposure and promotion to our huge following of wedding-planning-couples
- ◆ **WIN Your Display Stand Fee Back!** - Yes, you read right – just like our 2023 winner - you have the opportunity to **win back the cost of your entire booked display stand fee**, for the most proactive exhibitor who shouts the most & the loudest, prior to, on the day, and afterwards about the EXPO. We know you're all geniuses at Reels, Tic Toks, Stories & more, so we'll have our own media buffs stalking you, to see who really does post-the-most. More details to follow in our [Hints & Tips Guide](#)

Whats Required

Public Liability Insurance

As an Exhibitor, you will need to hold **Public Liability Insurance** to a minimum of £1,000,000, and a copy will need to be submitted to us by email, prior to the event.

We also suggest, if not already inclusive within your PLI, Professional Indemnity Insurance/Business Insurance, all of which are available at relatively low cost.

Depending upon your particular business category, you may also require certain additional certification/insurances, such as food hygiene, music, sale of alcohol.

ALL electrical equipment (laptops, chargers, lights, etc) that connect to any electrical supply provided, must be PAT tested to the current regulations & specifications, and the dated label available for inspection if required. This is standard anywhere, so plan ahead and check/update yours with ample time to go (set a calendar reminder in a month or so in advance of the current expiry)

What's Not Included

Tablecloth

If you opt to use the trestle table(s) we provide for your display area, you'll need to bring along your own choice of covering, to fit your selected table size (4ft or 6ft rectangular, or 5ft round) From a simple white cloth to the jazzy, sparkly elasticated varieties, think about what works for your display; less is more or glitz & glam?

Extension Lead(s)

We provide the electricity point, but you may need to bring one or more extension leads for your equipment to reach that point (please see previous note regarding PAT testing electrical equipment)

Display Equipment

You'll need to bring your own display banners and all other associated materials & equipment. Within our Hints & Tips Guide, you'll find a useful **Check List**, just to give you as much help & information as possible, enabling you to have a successful day.

Insurances

As an exhibitor, it is your responsibility to ensure you have adequate insurance(s) in place. Please see 'What's Required' regarding supplying a copy of your valid Public Liability Insurance and further details.

Snacks & other refreshments

Other than those detailed previously, which are inclusive.

Extras

Promotional Materials Distribution & Display

The EXPO will feature a dedicated [Promotional Display Zone](#), for all attending visitors to collect information & marketing materials, from both attending exhibitors & business that aren't able to make it to the event, but still want to reach that crucial audience. Don't forget this can result in residual business, as additional visiting family & friends are likely to take your information away too.

If you're exhibiting, as much as you can hand your flyers, pamphlets etc to couples from your stand, it's impossible to ensure that everyone leaves with your information and details.

For a small additional fee, as detailed on our [Booking Form](#), we will display your marketing materials or merchandise in this prominent zone, **and** include them within our Expo Exclusive - *Deluxe Wedding Gift Bags, which visitors purchase on the day, having reserved in advance via our website. We sold out of over 500 bags in January 2023, hence it's definitely worth having your details included within them!

As an exhibitor, select this additional option on the EXPO Booking Form – we'll advise details of quantities required & where/when we need them by, in order to collate & pre-pack into stylish wallets, which are then inserted within our Deluxe Wedding Gift Bags.

Also available as a stand-alone service, for any suppliers, businesses, or venues not exhibiting on the day, you don't have to miss out on your details reaching every visitor! Simply select the stand-alone option on our EXPO Booking Form.

Bamboozled?

We want you to know everything there is to know about exhibiting at **Hampshire's Largest Wedding EXPO**, within this comprehensive [Exhibitor Information Pack](#).

We'll be sending out an informative **Checklist** within our **Hints & Tips Guide**, Guide later too, to help you get the most out of exhibiting with us...

Have you found a reason NOT to exhibit?

- ✓ Exclusive one-day only event
- ✓ Exceptional value for money
- ✓ Huge inclusive marketing opportunities
- ✓ No hidden extras
- ✓ Prominent Location
- ✓ Easy set-up opportunity
- ✓ Extensive Marketing Campaigns
- ✓ Free Parking for Exhibitors & Visitors

[View Booking Form](#)



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Here's what some of our January 2023 Expo Exhibitors felt about exhibiting!

“ WOW!!! what an absolutely wonderful Wedding Expo that was. Huge congratulations to you both and your team, we had a fantastic and really successful day. Your organisation and attention to detail was remarkable and made a huge impact on the overall success of the day. For about 4 hours I don't think we had time to pause for breath, we got bookings on the day as well as literally dozens and dozens of positive leads that could lead to bookings. The one thing I find astonishing is that even though the Expo was huge, you still maintained the personal touch, greeting us by name as we arrived, checking on us throughout the day and saying goodbye as we left (that is so impressive) - thank you for all your hard work, it really paid off.

Firstly - how can I provide you with a first rate review? send an e-mail, add it to a site or do you have something I can complete for you? Your effort needs to be rewarded by at least us having the chance to share what a fantastic experience we have had.

Secondly - as you mentioned in your e-mail, you will be looking to secure next years date - we 100% want to exhibit at the Expo again next year, therefore will there be a heads up as to when the booking goes live, as we would not want to miss out? Thanks again guys - what can I say 🙌🙌🙌🙌

Lee & Jane Hurst – Hurst Impressions Photography

“ Just wanted to say the wedding expo on Sunday was excellent. - Probably the best I have exhibited at in the last 40 years! **Andrew, Owner – Aurum Designer Jewellers**

“ I just wanted to say a HUGE thank you for the fair on Sunday... my first fair with you and what a fair it was. WOW WOW WOW!!! have used a few wedding fair organisers in the years I have made stationery and I can honestly say you have been the most professional, communicative, organised and of course well attended. Would love to do the next one and will be looking at your others too. Thank you again, **Joanne – Elegant Stationery**

“ Hi Paul, Karen, What a weekend! We absolutely loved being there and taking part in the fashion show. Something we'd love to continue moving forward if possible, even if I have to book in early 😊 We had so many brides book in for appointments. Thank you as always for a brilliant day, Kindest regards, **Lorraine Olive Blossom Bridal**

“ Hi Paul & Karen, Just wanted to say a big thank you, yet again you have put on a great show in a brand-new venue. I'm not surprised nearly 3000 people attended, when I left after a couple of hours the car park was rammed. Excellent signage to the venue, great mix of exhibitors, upstairs you couldn't move, good quality clientele that's always recession proof. Many thanks and kindest regards, **Leah Marshall, Director of Sales, Unique Vacations (UK) Ltd**



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Wedding EXPO Hampshire

LAKESIDE
NORTH HARBOUR

Click Here To Book Now

Event Location

Building 2000
Lakeside
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Sunday 21st January 2024



11am - 5pm

Hashtag - #hantsweddingexpo

