

Fantastic Venues

Expert Suppliers

High Footfall

Professional

High Quality

Collaborations

Established in 2008 | over 400 fayres produced

Extensive Marketing
High footfall attendance
Established, Prestigious & Iconic Venues
Professional & High Quality
Expert Wedding Professionals
Collaborations with leading brands



Small | Medium | Large | Bespoke Exhibitor
Spaces | External Display Areas |
Flyer Distribution | Sponsorship Opportunities

Electricity, Table(s) & Chair(s) Refreshments Included

Secure your Space(s) with our Low-Cost Deposit
Discounts applied for multiple fayre bookings

See our website for an up-to-date calendar of all our Wedding Fayres

www.pmnweddingfayres.co.uk | info@pmnweddingfayres.co.uk

If you've already browsed through our website, you will have hopefully discovered who and what we are, and are now keen to explore what we can do for your Venue...

As one of the most established Wedding Fayre Organisers in the South of England, **PMN Wedding Fayres Ltd** celebrate 15 years in 2023. Having produced more than four hundred Wedding Fayres (not to mention the largest Wedding EXPO in Hampshire...) our reputation and portfolio of established, unique, and prestigious wedding venues speaks for itself.

Founded in 2008; a husband & wife team, both with extensive backgrounds within the Wedding Industry, working closely with venues and some 3,000+ local wedding businesses who exhibit with us, has gained us a reputation for prestigious, professional, well-organised & well-attended wedding fayres

www.pmnweddingfayres.co.uk



With so many styles of Venue available for couples to choose from, we are regularly contacted by many, requesting our services to organise, produce and promote their venue & its facilities.

Understandably - time, staffing & budget are often limited for such events; adopting the entire process, from selecting suppliers, managing enquiries & bookings, continual marketing & advertising, set-up, pack-down, floor plans and much more, we personally attend to every aspect from beginning to end.

Our events generate great interest in the venue, with many enquiries, leads & conversions, resulting in significant wedding revenue for the many venues that we work with...

Cost

Touching on this important factor promptly; there is absolutely no cost to the venue for PMN Wedding Fayres to produce the event(s), nor do we charge for our services.

The entire event is offset against any hire fees for the space required to produce the wedding fayre; the venue allowing us to utilise agreed suites/rooms/areas (usually accommodating a minimum of 35 exhibitors) in return for **PMN Wedding Fayres Ltd** producing & marketing the entire event.

Implementing a marketing budget of some £2,000+ per fayre, we promote the event/venue to its utmost, for as many months as possible, across numerous platforms (please see below, how we market our events)

Rest assured...

We recognise that reputation is everything when working with our partner venues, and that any external organisation reflects upon this, and perception of the venue itself. This and our own reputation, which we've worked tirelessly to attain, are unequivocally important to us also.



All of our marketing is bespoke, to ensure brand recognition and professionalism, with uniforms worn by ourselves and any members of our team – our appearance is of equal importance. We are also happy to accommodate any of our venues own branding within most of our promotional and/or marketing materials, reaffirming and reiterating the collaboration, whilst also providing further exposure of the venue within the counties that we work.

Why choose PMN Wedding Fayres Ltd?

Having created **PMN Wedding Fayres** to stand apart from all others, we are wholly committed to what we do; it is not a part-time interest that we undertake merely at the weekend, nor a hobby – it is our family business that we continually inject our time, efforts, enthusiasm & experience into, daily.

We are never complacent and therefore strive to stay a step-ahead, looking at new innovative ways to provide our venues with significant wedding revenue; our exhibitors with numerous bookings from attending our events, and the many

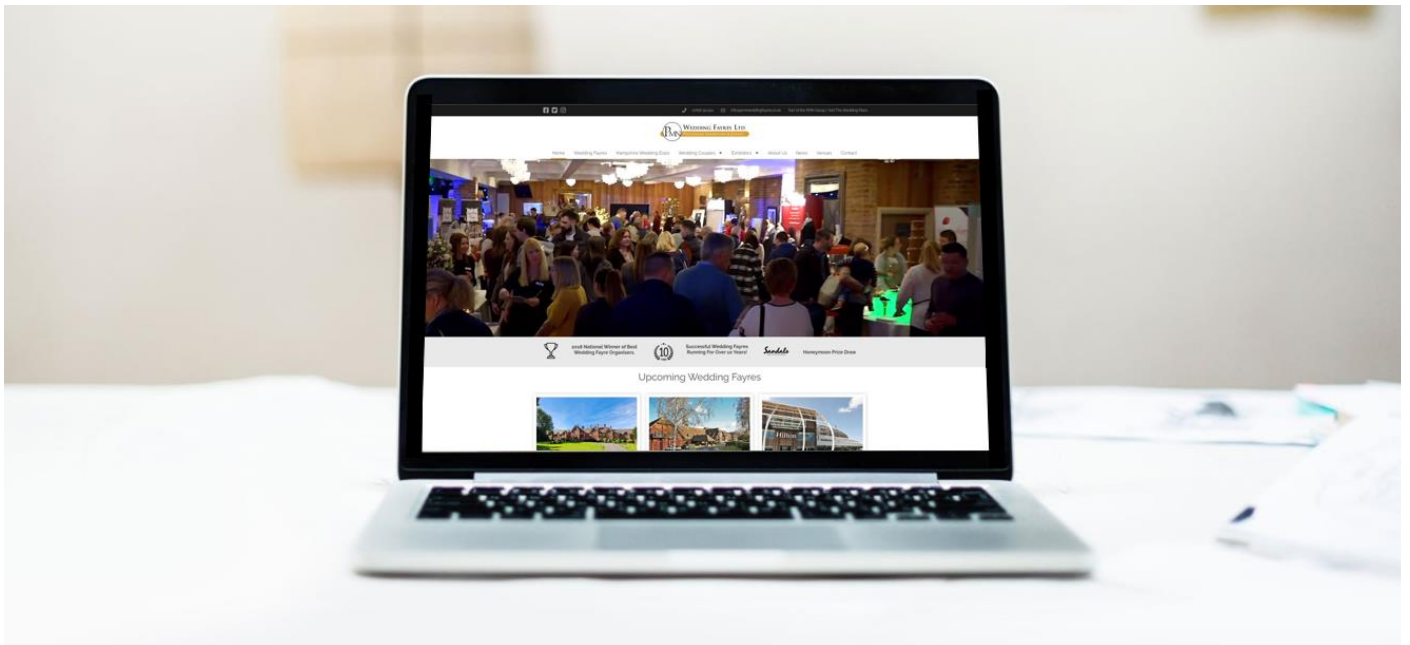
wedding-planning-couples attending, ample ideas & inspiration for their special day – within what will possibly become their very own wedding venue.

We also realise and appreciate that some venues hold their own Wedding Open Days/Evenings, which can prove beneficial if well-advertised and promoted to the desired wedding-planning audience. We support these fully, however they are even more beneficial when held in addition to a professional Wedding Fayre; if dates are carefully selected so that an Open Day or Evening follows soon after a **PMN Wedding Fayre**, following the influx of wedding-planning-couples attending, those specifically interested in the venue for their wedding can return to view the suites decorated, minus the many wedding businesses which were exhibiting at the fayre, yet showcasing the various rooms & facilities available.

This is an ideal time for the venue to provide a second personal welcome, with drinks & canapes, whilst completing more relaxed show-rounds and discussing wedding packages, availability, and further details.












How we do it

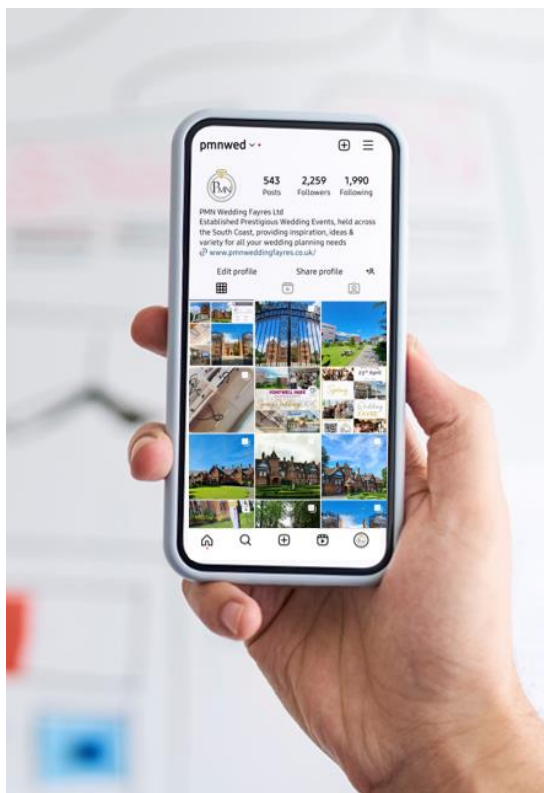
Ultimately, it's about marketing & promoting the event and venue, to make it a success. We implement extensive marketing campaigns, attracting significant footfall to all of our wedding fayres, a reputation that we are not only proud of, but have become recognised for.



Once a venue joins our prestigious portfolio, it receives continual promotion across our website, event listing websites, at all our wedding fayres, and within all other marketing materials and publications that we advertise within.

We have to plan our annual calendar many months in advance, so that we can promote and advertise our upcoming events to their fullest potential (whilst also avoiding clashes with other events – read on for more details on this...)

-  **Full web-page feature on PMN Wedding Fayres website**, dedicated to the venue & the upcoming wedding fayre date(s), with hyperlink back to the venue website
-  **Venue & Fayre(s) detailed on numerous online directory listings** (e.g., Guides for Brides, Weddingfairs.com, etc)
-  **Venue & Fayre(s) featured in multiple Wedding Magazine Publications**, both National & County-wide, full-page/double-page & half page adverts.
-  **Flyer Distribution & Display** – you to provide us with your wedding materials (we recommend a 'flyer' rather than a full wedding brochure) which we display & distribute *at all of our events*, annually.
-  **Fully branded Exhibition Display materials** such as exhibition stand at the entrance to the event, numerous Feather Flags lining the entrance/approach, display banners & internal & external signage
-  **Deluxe Wedding Gift Bags** – containing your venue information & more
-  **Prominent Advert display**, detailing each individual upcoming fayre
-  **Promotional Merchandise** (pens, keyrings, notepads, etc)
-  **Directional Road Signage** - approved by the local authorities.
-  **Targeted reach 'paid' Social Media marketing campaigns** across all platforms (minimum £500 per ad)
-  **Collaborations with leading brands** to offer incentives such as 'Honeymoon of a Lifetime', Gift Vouchers, Wedding Dress, Overnight stay, Afternoon Tea & more.



Over the past 15 years we have invested significantly in many forms of advertising, even spending our first ten years using radio campaigns across the most popular South Coast stations, Heart & Capital FM.

We also secured the most prominent pages in all local newspaper publications, but as times have evolved, we have also moved forward, reinvesting our marketing budgets in the most appropriate and rewarding media.

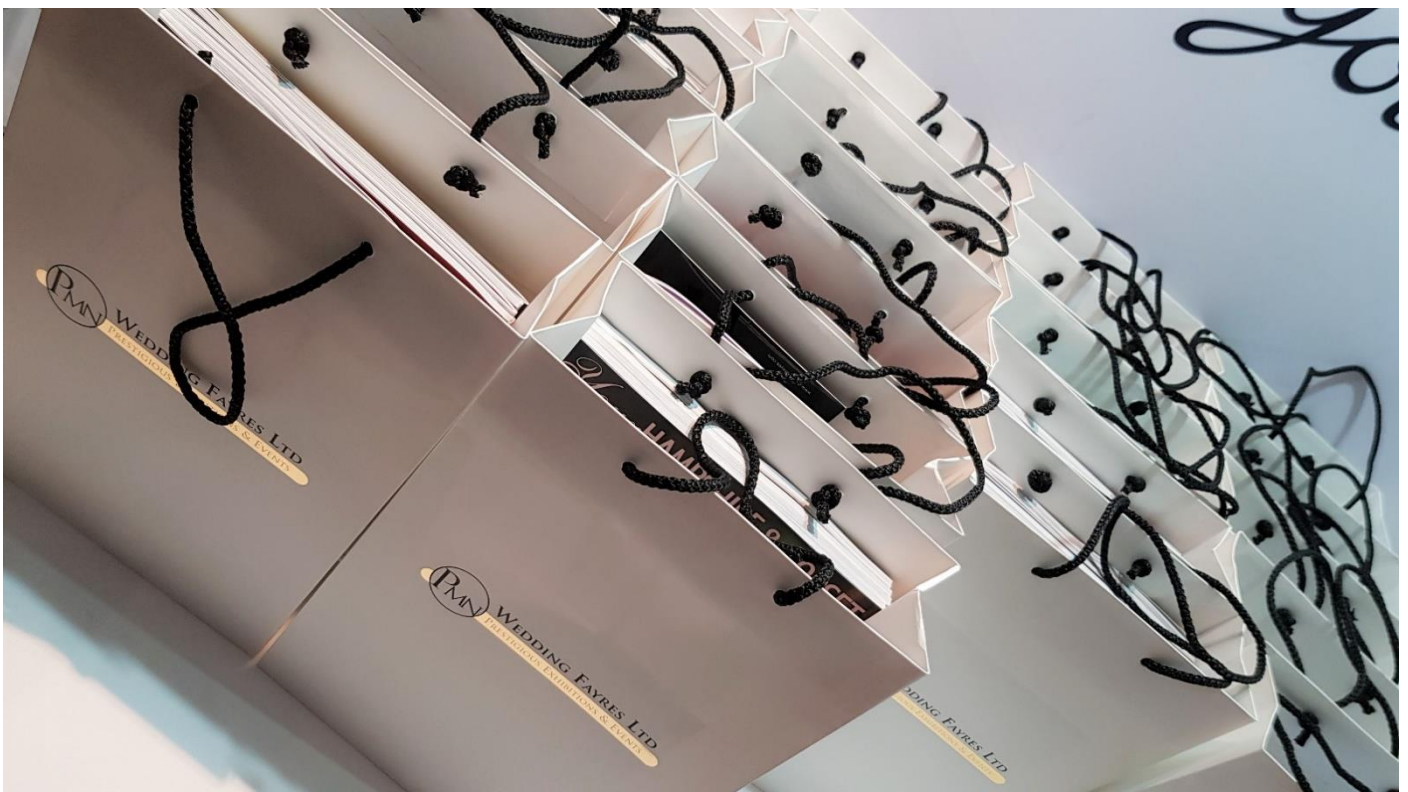
Each of our social media campaigns has its own individual budget & audience, ensuring that we target the demographic that our events require. This also means that our footfall is genuine 'couples' looking for their perfect wedding venue and ideal wedding suppliers.

What sets us apart from other Wedding Fayre Organisers

With backgrounds within the industry, we have been wedding fayre ('fair') exhibitors ourselves, so remain very aware of the needs of our exhibitors, visitors, and venues. This background has provided us with first-hand experience of such events from all perspectives, which has further enabled us to know exactly how to achieve the very best results.

We are mindful that many Wedding Venues are 'working hotels', with staying guests who must not be impacted by the event, or at very least caused minimal disturbance. This can be easily managed by working with a main point of contact, using our detailed 'Event Information & Preparation' document, to liaise all details, whilst also having an essential pre (& post) event meeting to include any operations teams if required.

Our marketing budget for each and every fayre is second to none, and we're not just talking about an external banner on a fence (...poorly placed, our biggest pet hate!) Quality is also key; from the venue itself, to the wedding suppliers exhibiting, and what our attending couples can expect from the entire experience of visiting our prestigious Wedding Fayres.



We've progressed from biodegradable carrier bags to fashionable printed tote bags, stepping up another level in 2018, to our now renowned ***Deluxe Wedding Gift Bag(s)**

Providing all attending couples, the opportunity to purchase one or more of these luxurious, rope-handled, gold foil PMN logo gift bags. Filled with nothing but quality contents, such as several copies of the very latest editions of both local & national wedding magazine publications (rrp. £7.99, £3.55) candles, cosmetic samples, luxury chocolates & much more.

With a value in excess of £15 each, they're an absolute steal at just £4.95, and we often sell-out by advanced reservations.

Other materials included within the gift bags are; supplier's promotional/marketing flyers, branded merchandise, edible samples, and most importantly, *literature from the venue detailing their wedding information*. All neatly sealed in a clear cellophane wallet, its important to us that every material is well presented within these Deluxe bags too.

We distribute an average one hundred per fayre, so it is imperative that as many couples as possible, leave with the venue's wedding information – plus additional literature featuring all other facilities or events that the venue offers (tribute nights, afternoon teas, spa treatments etc) to capture much residual business...

Save The Date

Working very closely with our venues to select the most suitable date in both calendars; this element is crucial, as we also need to ensure that wedding suppliers are available to exhibit. With busy wedding-seasons dominating their calendars, they will need to plan ahead, so providing them with ample notice of the fayre date several months in advance is essential.

It is also equally important to research what other (not necessarily wedding related) events may be taking place within an approximate 20-mile radius, at any given time. There could be a local charity road/run/cycle race using access roads that pass the venue? Large scale sporting events can also cause traffic gridlock, plus may have received priority road signage approval, meaning our event may be denied essential route signage. There are numerous factors to consider, as clashing with another event can cause limitations to footfall, although there is much more to consider when selecting dates.

A combination and variety of carefully selected suppliers at a prestigious wedding venue, held on the most favourable date, with vast marketing, in turn attracts the many wedding-planning-couples to the venue on the day.

What do we need from you, the venue?

Once we have both agreed upon the specific areas of the venue to be utilised for the wedding fayre, we embark upon marketing, planning & production. The aim is to alleviate any extra workload for your teams; hence we undertake the entire production - although we do like to 'work together' in terms of cross promotions and mentions within social media posts.

It's great if you have an operations team to assist with setting out the fayre floor plan ~ but equally, if you don't, leave it to us. Our communications and meeting(s) prior to will ensure that we remain in contact and updated regarding all elements of the event, for you to pass on to your teams as necessary

Room/Floor Plans	with dimensions & services, such as electric points, if possible, but not essential – we will measure & produce our own detailed floor plans
Exhibitor Break Out Area	A small room or area not too far from the main event
The facility to display materials	branded framed posters, flyers in acrylic stands, external banners, & any other promotional materials possible.
A link on your website	either in the Weddings or Events category, or both, for any potentially interested Exhibitors as well as Visitors, directing them to our website for further details. This also provides confidence to the exhibitors, seeing that the venue is actively supporting the event that they are exhibiting at.
Social Media Support	With venues having their own social media presence, whether managed by head office or more centrally, regular posts and the event created on the venue's own social media pages(s) is a huge support to our extensive paid-targeted-campaigns. Working together provides the best results...
Use of conference/banqueting furniture	if required; although we readily hire-in any equipment, we find most of our venues already have significant stock of items such as various sized trestle tables & banquet chairs. Storage can often be a problem when needing to clear rooms/areas for the fayre, so we are happy to utilise the venue's own *tables/chairs if more practical. *Most venues cloth exhibitor tables in standard white linen, This is not essential, as we advise all exhibitors to bring their own if required, but does provide a better image than unclothed trestle tables,
Wedding Enquiries Database	as a wedding venue, you will hold data from wedding enquiries received over several months. We ask that the venue draft a simple invitation to those enquiries, as well as their confirmed bookings, inviting them to attend the wedding fayre. We can provide any artwork if required, or of course, you are welcome to create your own invitation. As much as we are trying to gain new leads and enquiries for you, your booked couples would be disappointed not to have been invited to explore their venue again (often bringing along friends & family) and gather ideas from the many wedding suppliers exhibiting.
Written agreement	confirming the date(s), and that no other event will take place on the same date, nor in place of. We must also be the sole wedding fayre organiser at the venue. We incur significant costs the moment we embark upon marketing the event, so it is imperative that the event is a confirmed fixture in both calendars.
Your Marketing Literature	as a venue within the PMN Portfolio, we offer the opportunity to have your marketing materials included in ALL of our gift bags at ALL of our fayres, should you wish. This complimentary service has immeasurable results, but we certainly know that it works, and it's part of our commitment to working together...







Health & Safety

It is imperative that as the Organiser of an event taking place at your Venue, we are both qualified in various fields, insured for all liabilities and equally considerate and professional regarding every aspect of the association between ourselves and your venue.

- We hold Commercial combined Employers Liability & Public/Products Insurance – £10,000,000
- We are both fully qualified Advance First Aiders, carrying our own equipment
- We provide full Risk Assessments for each event
- We provide Method Statements for each event
- We also provide an Event Preparation Document, detailing all aspects of the event, to liaise with the venue directly ensuring every element has been discussed & signed off

A final thought

In return for utilising agreed areas of the venue *for just one day*, you receive;

-  A Professionally Managed Event from beginning to end.
-  Your Venue continually marketed to many thousands of wedding-planning-couples
-  Significant Wedding Enquiries and Leads, resulting in conversions to confirmed bookings & increased revenue (*we bring the couples to your venue; you simply do the rest!*)
-  Increased awareness of the Venue and all its facilities, with residual business appertaining to other functions & events
-  Bridal Data from the event; enabling you to invite interested couples to your own Wedding Open Days, leading to further potential bookings.
-  Exclusive opportunity to exhibit as your venue, at our annual [Hampshire's Largest one-day Wedding EXPO](#) held at Lakeside, North Harbour, Portsmouth each January

As many venues struggle to exhibit at any other wedding fayre, due to the understandable conflict of interest – the EXPO provides the best opportunity to showcase your venue to near 3,000 visitors who attend. (Find out more about this amazing annual event via the above link)

Last year alone we assisted our venues in achieving more than £500,000 additional wedding revenue. We look forward to working with you also...



Prestigious Exhibitions & Events

Established | 2008

info@pmnweddingfayres.co.uk | www.pmnweddingfayres.co.uk

