



WEDDING FAYRES LTD

PRESTIGIOUS EXHIBITIONS & EVENTS



Fantastic Venues



Expert Suppliers



High Footfall



Professional



Quality



Collaborations

Established in 2008 | over 450 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 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

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

Award-winning and one of the most established Wedding Fayre Organisers in the South of England; we have produced more than four hundred & fifty prestigious Wedding Fayres during the past sixteen years, as well as Hampshire's Largest one-day Wedding EXPO, in 2023 & 2024, which saw over 3,000 footfall...

Founded in 2008; a husband & wife team with extensive backgrounds within the Wedding Industry, working closely with our 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 events

www.pmnweddingfayres.co.uk



With so many options of Wedding Venues available for couples to choose from, we are regularly contacted by many, requesting our services to organise, produce and promote their wedding 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 venues that we work with...

We don't like to boast, but we have produced over thirty fayres now, at several of our long-standing venues ~ a valued & worthwhile partnership

Cost

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

The entire event is offset against any hire fee 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** 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 & marketing materials, reaffirming and reiterating the collaboration, whilst also providing further exposure of the venue within the counties that we operate.

Why choose PMN Wedding Fayres Ltd?

Having created **PMN Wedding Fayres Ltd** 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

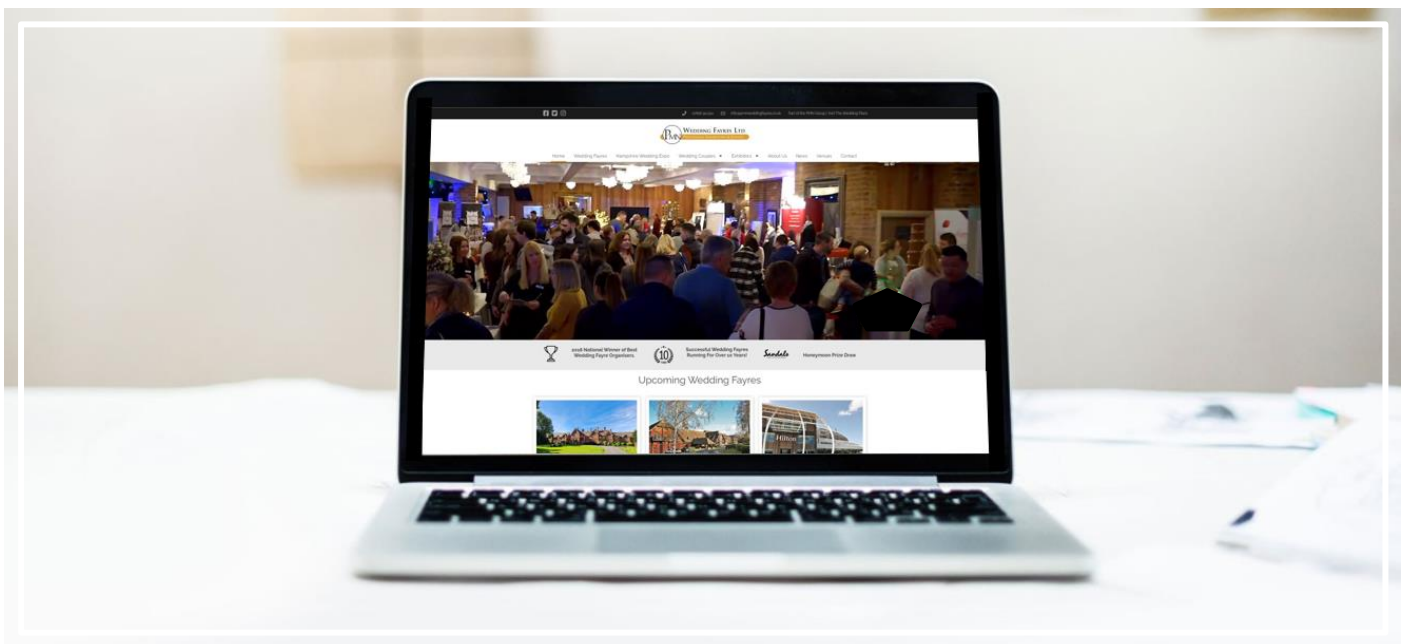
wedding-planning-couples attending, ample ideas & inspiration for their special day – within what will possibly become their very own wedding venue.

We also realise and appreciate that venues hold their own Wedding Open Days/Evenings, which can prove beneficial if well-advertised and promoted. We support these fully, however they are even more beneficial when held in addition to a **PMN Wedding Fayre**; if dates are carefully selected so that an Open Day or Evening follows soon after, following the influx of couples attending, those specifically interested in the venue 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 with their couples.

How we do it












Ultimately, marketing & promoting the event and venue ensure its 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.

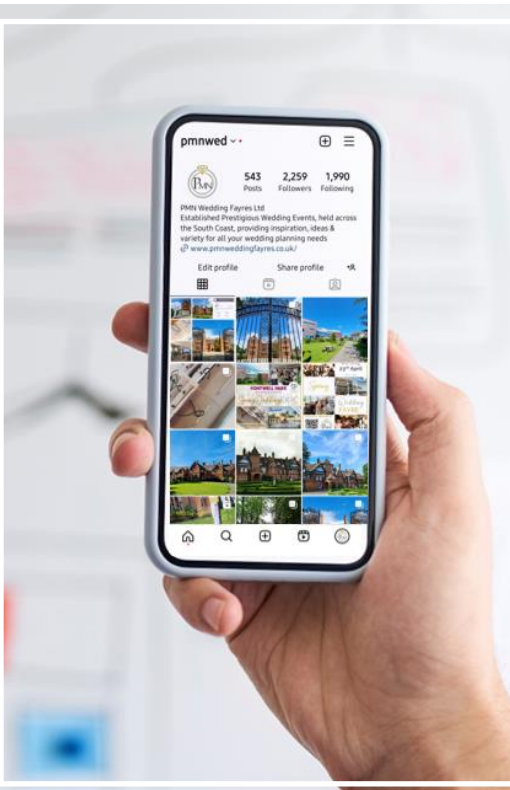


Once a venue joins our prestigious portfolio, it receives continual promotion across our website, event listing websites, at all our wedding fayres, and within all other marketing materials and publications that we advertise within.

With much to consider, we have to plan our annual events calendar many months in advance, so that we can promote and advertise all upcoming fayres to their fullest potential, whilst also avoiding clashes with other events – read on for more details about this element...

Marketing

-  Full page feature on **PMN Wedding Fayres** website
Dedicated to the venue & the upcoming wedding fayre date(s), with hyperlink back to the venue's website
-  Venue & Fayre(s) detailed on numerous online directory listings (e.g., Guides for Brides, Weddingfairs.com, etc) We add details to all directories
-  Venue & Fayre(s) featured in multiple Wedding Magazine Publications
Both National & County-wide, full-page/double-page & half page advertisements.
-  Distribution & Display Service
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
From an exhibition stand at the entrance of the event, to numerous Feather Flags lining the entrance/approach, display banners, internal & external signage and more.
-  **DELUXE Wedding Gift Bags – Exclusive to PMN Wedding Fayres Ltd**
Our rope-handed, gold foil-logo gift bags contain your venue information and are distributed to attending couples.
-  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 advert)
-  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 16 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 we have evolved, we have also moved forward, reinvesting our generous 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

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. Our 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 and leisure users 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 unparalleled, and we're not just talking about an external banner on a fence (...poorly placed and often creased, 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 **PMN Wedding Fayres**.



We've progressed from biodegradable carrier bags to once fashionable printed tote bags, stepping up another level in 2018, to our now renowned ***DELUXE Wedding Gift Bags**

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; several copies of the very latest editions of both local & national wedding magazine publications (rrp. £8.99, £3.55) candles, cosmetic samples, luxury chocolates & much more.

With a value in excess of £15 each, they're available to our attending visitors at just £4.95, meaning we often sell-out by advanced reservations.

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

We distribute an average of 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 also, 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?

Once we have both agreed upon all details for the event, we embark upon marketing, planning & production immediately. 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 ideal if you have an operations team to assist with setting out the event 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. Conforming with all Health & Safety regulations
Exhibitor Break Out Area	A small room or area not too far from the main event, where possible
The facility to display materials	branded framed posters, flyers in acrylic stands, external banners, & any other promotional materials possible. All visitors who enter your venue should know about the event...
A link on your website	either within the Weddings or Events category, <i>or both</i> , 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 those suppliers 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...We'll be shouting about the event; we hope you will be too!
Use of conference/banqueting furniture	if required, although we readily hire-in any equipment needed. However, 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, although 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 They can often look quite tatty)
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, throughout the many months & weeks prior to each event
- 🏆 Significant Wedding Enquiries and Leads, resulting in conversions & increased revenue (*we bring the couples to your venue; you simply do the rest!*)
- 🏆 Increased awareness of the Venue and all 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/Showcases, leading to further bookings & revenue.
- 🏆 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 *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...



PMN Wedding Fayres Ltd | Cams Hall | Cams Hill | Fareham | Hampshire



Prestigious Exhibitions & Events

Established | 2008

Hampshire's *largest* one-day

**LAKESIDE
NORTH HARBOUR**

Sunday 19th January 2025

Wedding
EXP 