



the  
**WEDDING**<sup>®</sup>  
expo

the sa bride's favourite bridal event

**Rate Card 2012**

## EXHIBITION RATES

The Wedding Expo<sup>®</sup> stands are built with 16 mm chipboard and have to be painted, wallpapered or draped by the exhibitors. The panels are 2.5 m (high) X 1 m (wide).

Package	Price (excl VAT)	Including
Stand Package	R 2150.00 per square meter	Shell scheme, fascia, spot light, plug point and carpeting
Space Only for 6m <sup>2</sup> and above	R 1950.00 per square meter	The exhibitor must order a compulsory DB Board in order to have electrics on the stand. Space only is for those exhibitors who do a custom build stand or bring in their own structure. Space only exhibitors are responsible for maintaining the back of their stand.
Tables	R 6000.00 including carpets	Tables are ONLY for decor companies who will be doing table decor.
Cars / Limousines	R 5500.00	

**TABLE SPACE AND CARS:** Electrics, fascia or any shell scheme are not included in the price. Free listing in the Visitors Guide subject to print deadlines and contract terms and conditions.

**SPACE ONLY:** Carpeting, electrics, fascia or any shell scheme are not included in the price. Free listing in the Visitors Guide subject to print deadlines and contract terms and conditions.

Free listing on Wedding Expo<sup>®</sup> Website

**PLEASE NOTE: NO SHARING OF STANDS WILL BE ALLOWED**

## WEBSITE ADVERTISING

Position	Price (excl VAT)	Specifications
Home page (runs throughout site)	R 1500.00 per month	180 pixels x 100 pixels
Exhibitors listing banner	R 500.00 per month	565 pixels x 80 pixels

**HITS:** 1 million per month • **PAGE IMPRESSIONS:** 210 000 per month • **USERS:** 16 754 per month

## FOR FURTHER ENQUIRIES CONTACT:

**Sales:**

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tel: 086 111 3997 / 011 788 3627  
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**Exhibition Manager:** Jayne Harley

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### WHO IS THE WEDDING EXPO®

The Wedding Expo® is South Africa's longest standing and most reliable exhibition having celebrated its 10 year anniversary in 2011. From its inception in 2002, the show has grown to two shows annually and up to 300 exhibitors per show. With the exhibition providing such a comprehensive variety of bridal suppliers from all over South Africa, it has become South Africa's most popular bridal exhibition attracting up to 15 000 visitors per show coming from all over South Africa, Botswana, Zimbabwe, Namibia and further afield in Africa.

The Wedding Expo® has worked hard at establishing a well know and reliable brand and in 2011 received R20 million in media coverage and 27 000 visitors. The Wedding Expo team works hard at producing a high quality show paying great attention to detail and by giving both the exhibitor and visitor great value for money.

### ADDED VALUE WHEN EXHIBITING WITH THE WEDDING EXPO®

- ❁ Each exhibitor will be listed on our website [www.wedding-expo.co.za](http://www.wedding-expo.co.za) under the resource guide
- ❁ Each exhibitor will be listed in the visitor guide FREE with a 50 word company description, full contact details and stand number. The listing is only available to those exhibitor show have paid in full by 9 March 2012 and booked before print deadline.
- ❁ Competitions run by exhibitors will be listed on The Wedding Expo® websites competition page with company logo, contact details, stand number, link through to exhibitor website and 50 word description of the competition.

### HOW MAXIMISE YOUR EXPOSURE AT THE WEDDING EXPO® AND THROUGH OUR PR CAMPAIGN

- ❁ Press packs: We put together 100 press packs per show and exhibitors are encouraged to supply us with a branded gift for the press. Please contact [jayne@wedding-expo.co.za](mailto:jayne@wedding-expo.co.za) if you would like to supply the press with a gift
- ❁ Competition sponsorship: The Wedding Expo® puts together a number of competitions for the show. There are sponsorship opportunities here – if you would like to be a sponsor, please contact [jayne@wedding-expo.co.za](mailto:jayne@wedding-expo.co.za)
- ❁ Submit newsworthy information: send us your information on launches and new products and we will put your information on Facebook
- ❁ Be part of our Public Relations campaign: Sybmit your press releases to [info@mspr.co.za](mailto:info@mspr.co.za) to be included in the mainstream media

### WHAT YOU CAN DO ON YOUR STAND

The shell scheme is 16mm chip board allowing the exhibitor to paid (pva only)/wallpaper/drap the panels. The exhibitor can also hand heavy items from the panels such as mirrors/paintings/display cases. The 16mm chipboard give the exhibitor artistic freedom when decorating the stand. If you would like to see examples of previous stands please ask you sales consultant.

### HOW TO ACHIEVE EXHIBITION SUCCESS

- ❁ To maximise your exhibition success you need to utilize the 5 sense and get creative.
  - ❁ Taste, Smell, Touch, Hearing, Sight
- ❁ You need to replicate your business in your stand and make it beautiful. Weddings are about fantasy, it is emotional buying and your stands need to convey what you do clearly but in an attractive manor.
- ❁ The Wedding Expo® has a reputation of having a beautiful show and a very high standard of exhibitor (both small and large companies, new and old) and this is because exhibitors have seen the success of making their stands magnificent.



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- ✿ Be interactive on your stand. Ensure you have the correct sales and marketing staff on your stand, representing you company. How you act on your stand has a direct effect on the public's perception of your company.

#### **FEATURES AT THE WEDDING EXPO®**

##### **Fashion Shows**

The fashion shows are without a doubt one of the highlights of The Wedding Expo and there are four daily split into two categories.

- ✿ SA designer couture: The participants of this show must design and make the wedding gowns / retinue dresses/ suits in South Africa
- ✿ Ready-to-wear: This show is for retail wedding dress/suit houses

The fashion shows cost R3 500 ex vat to participate and space is limited. Professional models, hair, make-up and production are all included in this cost.

##### **Trends Theatre**

The trends theatre was introduced at our September 2011 and was hugely successful. The theatre is an interactive forum made up of a variety of suppliers and hosted by the editor of Wedding Inspirations magazine. Suppliers from different sectors of the wedding industry have discussions around trends, give tips and hints and answer questions by the public.

##### **Cake and Coffee Café**

The Cake and Coffee café is also a new feature at The Wedding Expo. The Wedding Expo teamed up with Annica's designer cakes and created an fabulous café where brides, grooms and their family and friends could sit down to delicious confectionery. This patisserie was hugely successful and added a great ambiance to the show and we will once again be teaming up with Annica's designer cakes in 2012.