Start planning your presence at the UK's top Wedding Show

PR & Marketing Guide, Autumn 2016

London Olympia	Birmingham NEC	Manchester Central
23-25 September	30 September - 2 October	22-23 October

nationalweddingshow.co.uk

The NATIONAL WEDDING Show

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The NATIONAL WEDDING Show

Exhibitor To do list

Please use the Exhibitor To do list to keep track of all the marketing and PR tasks that you need to action in advance of the show

		Done?
FREE PROMOTIONAL OPPORTUNITIES	Maximise your presence at the show & take advantage of the large number of promotional opportunities available - website listings – posters – social media –emails – web banners – show logo – blog posts and more.	☐
FREE PROMOTIONAL LEAFLETS	You will automatically be sent 50 leaflets, if you require a larger allocation, email nationalweddingshow@oceanmedia.co.uk to order FREE leaflets to mail out to your customers and prospects to highlight your presence at the show.	☐
LET OUR PR COMPANY KNOW ALL ABOUT YOUR PRODUCT OR SERVICE	Contact our PR agency, Good Results with information about latest products, activities, competitions and special offers on your stand in the show	☐
SUBMIT A BLOG, TOP TIPS AND SHOW OFFERS/COMPETITIONS	Submit a blog entry or your expert Top Tips, show offers and competitions to us so we can add them to the show website and promote via email and social media.	☐
SUBMIT YOUR SHOW GUIDE ENTRY	Submit your 50 word company description and contact details so that you are included in the show guide which is distributed to every visitor free of charge.	☐
ORGANISE YOUR ON-SITE PRESS PACKS	Bring approximately 20 press packs to the on-site press office so that press/journalists are aware of your company news.	☐

Maximise Your Presence

It is vital to tell your customers and potential customers that you will be at The National Wedding Show 2016. The best way to do this is to visit the Exhibitor Area section of The National Wedding Show website where we have included all of the assets you may need when communicating with your customers (including logos, banners, ticket offers and show information). These are all free to download, you can upload your web profile here too.

Remember, the more you do to promote your presence through your own marketing channels, the more potential the show will have for you!

1. Official Show Guide Entry

The show guide is every bride's book of essential contacts and a valuable record of their visit to the show. Every exhibitor receives a FREE entry into the show guide, which includes a 50-word description of your company, product or service.

ACTION!

Forms are available from the Exhibitor Area of the website. Once you login you will be able to access the correct forms.

2. Website profile

The National Wedding Show offers your company a FREE listing on www.nationalweddingshow.co.uk.

Your FREE enhanced web profile offers you a greater presence online than ever before. With over 550,000 unique users visiting the site every six months, your web profile is a unique opportunity to access visitors long before the show opens.

Your listing includes;

- Company name and logo (350px x 350px)
- 300 word company description
- Stand number
- hero image (1395px x 575px)
- Product images (345px 180px)
- Offers (315px x 100px)
- Contact details.
- Sales brochure download

ACTION!

You need to login to the Exhibitor Area at the bottom of the show website homepage: www.nationalweddingshow.co.uk

You will be sent your login details via email

You will then see 'User Information' on the left hand side of the screen where you can upload all of your information.

PLEASE NOTE: if we do include your company in one of our pre-show email newsletters, this will be linked back to your user profile, so it is essential that you update your profile and personalize this page.

3. Web banners, buttons and email signature

The National Wedding Show Logo

Use our show logo on all your pre-show advertising, brochures and leaflets, ensuring that you highlight your stand number i.e. “See us on stand X”.

You can also use our logo on your website and link to www.nationalweddingshow.co.uk so that visitors to your website can book tickets. We have created a ‘see us at’ button for you to add to your website.

Website banner adverts

Use our various sized banner adverts on your website and link to www.nationalweddingshow.co.uk so that visitors to your website can book tickets to visit you at the show.

Email signature banners

Add a ‘see us at’ email signature banner to the footer of your emails to promote your presence at the show.

ACTION!

You need to login to the Exhibitor Area at the bottom of the show website homepage: www.nationalweddingshow.co.uk

You will be sent your login details via email in due course

You will then see ‘Documentation’ on the left side of the screen, where you will find your Exhibitor Pack in ‘Download docs”.

PLEASE NOTE If for any reason you cannot download the banners, please email nationalweddingshow@oceanmedia.co.uk reference ‘Banners’

4. Reciprocal website links and search engine optimisation

Link to The National Wedding Show website, Twitter page, Facebook page, Instagram page and Pinterest page as well as mentioning the show in the copy on your home page and throughout your website to improve your link popularity with search engines. Link popularity is a measure of the quantity and quality of other web sites that link to a specific site on the internet. Link popularity plays an important role in the visibility of a website among the top of the search engine results. Due to the prominence of The National Wedding Shows site, if you link to the show website and add your website link to the show website your own website will rank higher in Google and other search engines.

ACTION!

Make sure you follow us on all our social media platforms to benefit from our extensive campaigns. We will ensure that we reciprocate any social media activity wherever possible.

www.twitter.com/nationalwedding

www.facebook.com/nationalweddingshow

www.instagram.com/thenationalweddingshow/

www.pinterest.com/thenws

5. Social media posts

Send us exciting content (offer codes, new product launches, competitions etc) for us to promote across our social media. The National Wedding Show has a strong presence on Facebook, Twitter, Pinterest and Instagram with a combined following of over 300,000. These sites are updated daily and are a fantastic platform for you to network with brides and for us to promote your presence before, during and even after the show.

ACTION!

Please email the copy as you would like it to appear (max 30 words) and high-res, striking images to nationalweddingshow@oceanmedia.co.uk Please also send us a link to your own social media account so that we can like, share, follow and re-tweet you!

6. Show offers and competitions

Tell us about offers and competitions you will be running at the show. We will promote these across Facebook, Twitter, our email campaign and on the new website prior to the event to make sure more visitors come to your stand. The better the offer or competition the more likely you are to feature in our email campaign to a database of over 180,000 brides to be.

ACTION!

Send your show offers and competitions over to nationalweddingshow@oceanmedia.co.uk reference 'Competition' to benefit from this free promotion.

PLEASE NOTE that we cannot guarantee the use or promotion of any offers/competitions you submit.

7. Blog articles and your expert Top Tips

As you are an expert in the industry, why not send us your top tips or latest blog piece that you may have written? Top Tips can include anything from advice on picking the right venue, wedding dress or honeymoon, to makeup and beauty tips. These will be used in email, across social platforms and hosted on our dedicated blog page on the new website. Top Tips are a great way of engaging with brides and increasing your brand's visibility in the run up to the show. All will be credited to you and accompanied by your contact details.

ACTION!

Send your article along with reference TNWS Blog Post- (company name), stand number and logo/images to nationalweddingshow@oceanmedia.co.uk

8. Exhibitor Discount

The National Wedding Show has set up a code for you to offer your customers 2 tickets for £25 to visit you at the London and Birmingham show and 2 tickets for £20 to visit the Manchester show. You can promote this on your own social media, website or emails.

ACTION!

Download the code and promotional copy in the Exhibitor Zone under 'Marketing Material'.

9. Free Promotional Leaflets and Posters

Invite your key customers and prospects to visit you at the show by sending them a promotional leaflet which we can provide free of charge. We will also send you a poster to display.

For best results these leaflets should be sent with a personalised letter highlighting:

- Basic show details – dates and venue
- Show web address (www.nationalweddingshow.co.uk)
- Your stand number
- Specific reasons for visiting your stand - product launches, show promotions etc.
- The National Wedding Show Box Office telephone number 0844 874 0486 and ticket discount information.

Leaflets and posters could be displayed in the following ways:

- Point of sale in stores
- Inserted with customer orders/bags
- Displayed at other events that you attend
- Inserted with your customer newsletter
- Sent to your suppliers

ACTION!

You will be sent an allocation of leaflets and posters automatically. To request additional allocations please email nationalweddingshow@oceanmedia.co.uk reference 'leaflets' with the following information:

- Number of leaflets required
- Contact Name
- Company Name
- Delivery Address
- Postcode
- Stand Number

10. Complimentary Tickets

We will provide you with 20 complimentary tickets to offer your key customers and prospects; they are also great for competition prizes. These tickets will provide free entry to the event – a saving of up to £20 on the door price!

ACTION!

No action required, tickets will be sent to you in the post.

PR Opportunities

Good Results PR is the PR agency employed by Ocean Media to handle the publicity for The National Wedding Show.

Over the past year they've secured coverage for our exhibitors on Channel 4, Sky Living, ITV2 and in publications such as Marie Claire, Grazia, The Sun, Hello!, The Daily Mail and all of the key bridal titles!

In order to help maximise your company's presence at the show, make sure you tell us about any product launches, celebrity appearances or competitions that you are running from your stand.

All the information you submit will be objectively reviewed by Good Results with the strongest news stories/images/products being selected to be put in front of key media for their consideration and for use in their news and features pages. Please note, as with any PR activity, coverage is never guaranteed.

What makes a strong news story?

To increase your chances of being put forward by Good Results PR to the press for inclusion in news and features, tell us if any of the following apply regarding your product or service.
We will need full details from you in order to pursue press opportunities on your behalf:

- Are you launching a brand new product or service?
- Is your product or service an industry first?
- Why does your product stand out?
- Is your brand or product eco friendly? If so, how?
- Is there a Celebrity Ambassador or famous face associated with your brand?
- Do you have strong and compelling high res imagery which showcases your product or service?

The more unique the product, the better!

ACTION!

Please email Victoria Rose VictoriaR@goodresults.co.uk with relevant information using the guidelines below at least ONE MONTH before the opening date of the show. A lot of magazines work months in advance, so the sooner you contact Good Results, the more time our PR agency will have to try to obtain coverage.

Press Releases and Imagery

Please also email any press releases or product information to VictoriaR@goodresults.co.uk together with supporting photographs and a company logo. Photography needs to be of a high quality, at least 300 dpi and over 1 MB in size, so please send any large files via Dropbox www.dropbox.com or WeTransfer www.wetransfer.com

Competitions

One of the best ways that you can gain coverage and benefit from our PR and Marketing activity is to provide products for a competition or promotion that Good Results can place in either print or broadcast media in the months preceding the show.

Often we need to agree these competitions months before the show, so advance preparation is needed. Please note that these competitions are separate to any competition you may choose to run from your stand at the show and the PR agency only works on pre-show competitions.
If you are willing to put forward a prize for consideration, please indicate this on the press questionnaire, together with the estimated value of the item. It may also be worth dropping Good Results an email titled 'Competition Prize' to katief@goodresults.co.uk with details of the prize and its value. We have placed prizes from a pair of cufflinks to a £10,000 honeymoon – so no prize is too large or small.

Press Packs

The Press Office will be located within or next to the exhibition hall. It is the first stop for visiting journalists and will be open daily throughout each exhibition. It is in your interest to ensure that information about your company is available, so please bring 15 press packs to the Press Office (see below for details) on the afternoon prior to the opening of the show or before 9am on the opening morning. A small supply of press packs should also be kept at your stand for any visiting press. Press packs should include:

- A company profile and any recent press releases.

- Supporting photography, ideally supplied on a CD or memory stick. All images should be captioned with a product description and price. If you do supply prints please caption them on the reverse of each image.
- Details of your stand number and a PR contact name and number.
- We recommend that you bind your press packs together in some sort of folder so that the information does not become separated.
- Do not include your sales literature, all information should be purely PR related.
- We don't recommend putting your press release or brochure in a bag as press will be reluctant to pick this up.
- All releases should be typed in double-line spacing. One single A4 page should be sufficient: more than 2 pages will probably be too long.
- Think about packaging your company information in a quirky fashion that will make it stand out from the other press packs. Some exhibitors include choose to include a small gift in their press pack for this purpose.

Press Goody Bag

A great way of really letting the press know about your company is to provide a gift for the press goody bags that are given to VIP press visitors. These bags are picked up by the most influential members of the bridal press, plus other leading national and regional press, TV and radio journalists – so it's a great way of promoting your business.

We cannot put ANY press packs or literature in the bags – it has to be a worthwhile gift such as a scented candle, chocolates etc. Approximately 70 press bags are made up but you can offer as many or as few gifts as desired.

Please bring any goody bag inserts into the press office on the afternoon prior to the opening of the show or before 9am on the opening morning. If you are interested in this opportunity, please email Victoria Rose at VictoriaR@goodresults.co.uk titled 'Goodie Bags' with details of what you will be delivering to the Press Office.

DISCLAIMER!

Good Results and Ocean Media will not be held responsible for any losses, claims, damages, expenses or liabilities incurred based on materials furnished by exhibitors to The National Wedding Show for use or distribution by Good Results or by the publication of press release, statement, promotional copy, editorial, competitions or the like which has been given for the purpose of publicity.

Tips About Exhibiting

Exhibitions provide an exceptional promotional platform: they are a unique, multi-sensory experience. Unlike advertising, direct mail or PR an exhibition offers you the chance to bring your product or service to life in a way that no other medium can do.

Stand design

The layout and design of your stand should reflect what you want to achieve and differentiate you from every other exhibitor. Colour, light and layout are key in helping your stand tell the story about your product or service.

- Think carefully about how people approach and leave the stand so that your display has maximum impact, easy access and is appealing to visitors.
- Keep product layout clear and simple – repetition of the same item, for example can be highly effective and eye-catching.
- Lighting can be used to define specific focal points and simple, clear, professional graphics can highlight your key messages very succinctly.

Whatever your objectives are, your stand should be designed to be inviting, interesting and professional and communicate the key messages of your product/company or service.

Promotional literature

Are you planning to give visitors any information about your company or service? If so, will all visitors get the same item? You may want to consider having different types of information available, so that expensive brochures only reach the hands of genuinely interested visitors, with the simply curious taking away a business card or flier, for example.

Exhibitor Awards

Every season we award those companies that have gone the extra mile with one of the following awards:

- Best Dressed Stand
- Best Newcomer
- Outstanding Exhibitor

These awards are our way of saying thank you and the winners will be announced at each of the three shows this Autumn.

The NATIONAL WEDDING Show

Contacts

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