

## Why Wedding Exhibitions

The continuing popularity of wedding exhibitions is a factor of the ongoing need for couples planning their wedding to source and build trust with the suppliers who will help them make the most of their wedding day. From a business point of view, these events provide the most sharply targetted marketing opportunity available, with this unique benefit: these are occasions when you can represent your business, not only with your product, but with your greatest asset - you and your staff, in person.

Wedding exhibitions are held across the whole scale from the most modest local venue to large national exhibition centres. Every wedding business needs to consider carefully its investment in an appropriate folio of events as part of its successful marketing campaign.

Not all exhibitions are the same!

Here are some important factors to bear in mind when you are planning your company's exhibition diary for the year ahead:

- Ask the organiser about their commitment to publicity for the event :

What can you find out about the proposed venue and its perceived standing as a place Brides to Be want to visit (either as a wedding venue and/ or as an exhibition hall)

- Find out about the organisers track record and their approach to stand layout and the number of suppliers within a category (eg 'how many photographers may take stands')

- What incentives with the Bride to Be have to visit the event? Ask if there will be special prizedraws, free resources for visitors and how you can benefit if you contribute

- Understand the way the event is being promoted in relation to the internet

- What resources will be available form the exhibition to help you follow up visitors to the exhibition?

Exhibitions in relation to the internet

Especially with so many Brides to Be now using the internet to source their wedding requirements, wedding exhibitions offer that unreplaceable 'X factor' - a place where people meet. Personal service and the 'getting the right chemistry' always has been and always will be an essential part of any successful wedding business. The fact that many visitors to a wedding exhibition may already have seen your company website on the internet simply enhances the power of your face to face meeting at an exhibition to develop new client relationships which lead to new business for your company.

Successful exhibitions will therefore be those which establish two way links with exhibiting businesses, and use the internet wholeheartedly as part of their promotion. You can expect email to become an even more important exhibition promotion and follow up resource as time goes on. [Click here to go to our exhibition diary.](#)