



**IDEAL BRIDE**

14TH APRIL 2024

**BRIDAL EXPO**

Townsville, Qld



# ABOUT

At Ideal Bride we have been putting together wedding expos in Queensland for 30 years to connect bride and grooms-to-be with the vendors they need for their big days.

Our expos showcase the very best the wedding industry has to offer in an intimate, boutique event. We pride ourselves on variety for brides and grooms-to-be, featuring the finest vendors in fashion, styling, transport, hair & make-up, flowers, venues and much more.

Being a vendor at an Ideal Bride Expo puts you face-to-face with brides and grooms-to-be, their family and friends. You can sell products directly to clients on the day or take bookings for their upcoming wedding or event.



# EXPOS

Visiting brides and grooms-to-be are asked to provide their contact details upon entry. Vendors receive an Ideal Bride client database, post event which includes:

- Brides/Grooms Name
- Email
- Mobile
- Wedding Date
- Wedding Requirements

## WEBSITE & SOCIAL MEDIA

Our website serves as the hub for Ideal Bride Wedding Expos. Here, we advertise and sell event tickets. We also promote the events and vendors through our social media channels. We invite our followers on Facebook, Instagram, and Pinterest to network with our vendors and attend the expos.





# TOWNSVILLE

Location: Townsville Entertainment & Convention Centre

Date: 14th April 2024

Time: 10.00 AM - 2.00 PM

## HOW CAN YOUR BUSINESS BE PART OF OUR BRIDAL EXPO?

If you have a business in the wedding industry we have multiple options so you can be part of our astounding expos.

Personal booth: you have a variety of options and different prices, from booths in the main auditorium, outside vehicle spaces or pop up spaces.

Additionally, you can ensure that every attendee gets to know your business by including promotional items in our welcome bag. This way, you can increase your visibility and promote your brand.

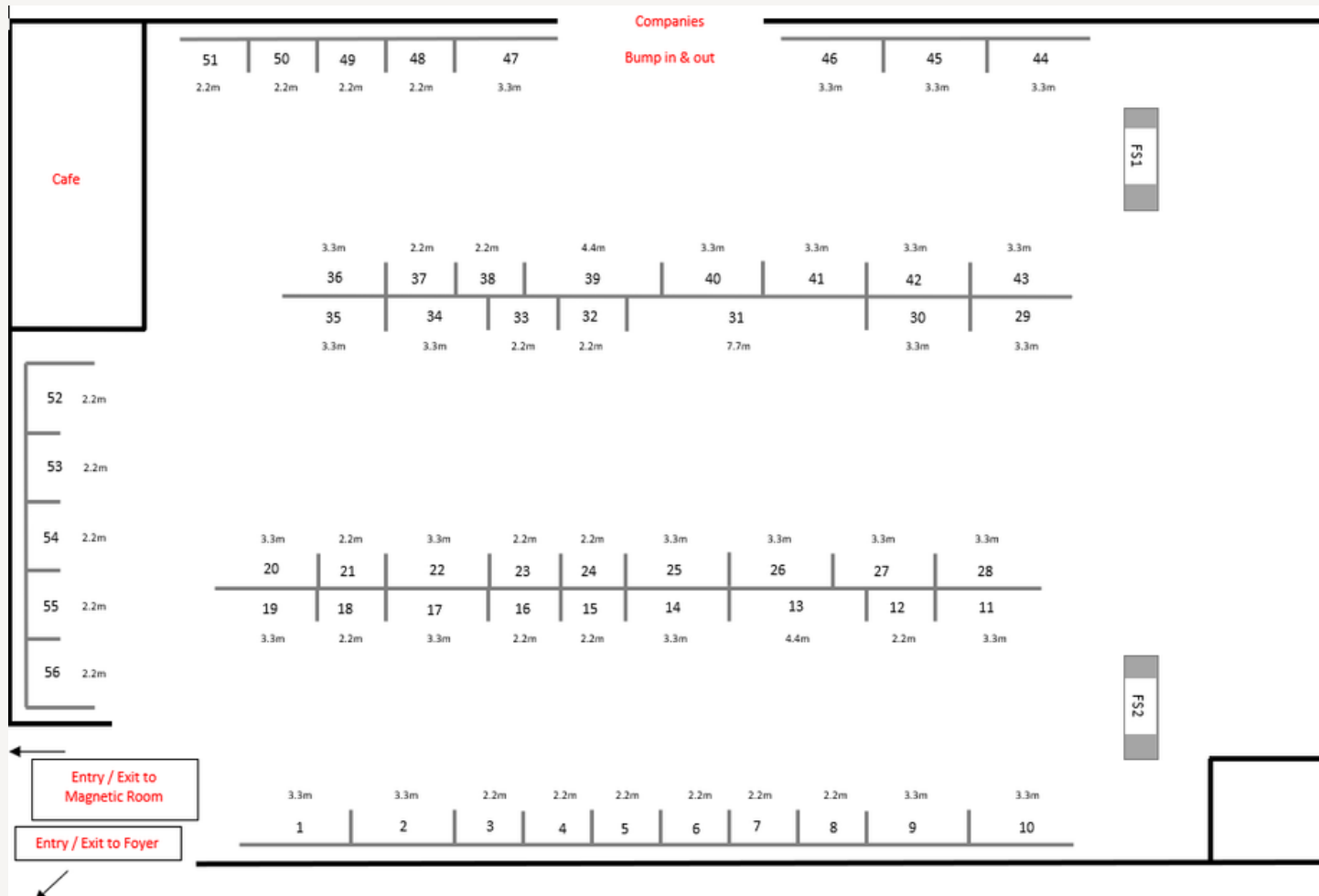


# FLOOR PLAN

## MAIN AUDITORIUM

56 booths

Booths can be configured to any size



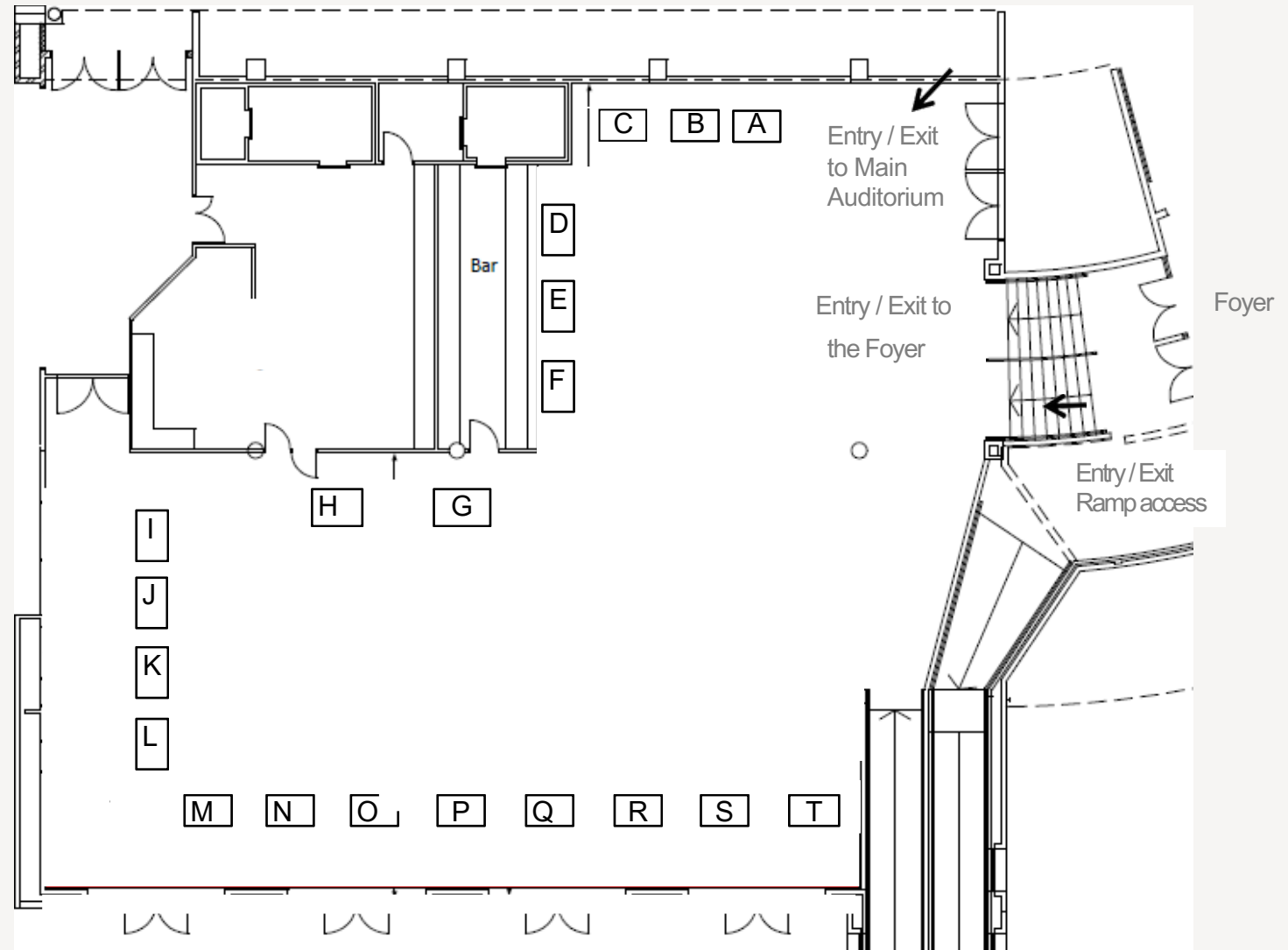
\*The main auditorium and the magnetic room are next to each other and interconnect

# FLOOR PLAN

## MAGNETIC ROOM

20 booths

Booths can be configured to any size



# BENEFITS OF

## EXHIBITING YOUR BUSINESS IN OUR EXPO

Vendors who participate in an Ideal Bride expo will receive numerous benefits that deliver results long after the show finished. Just a few of the advantages of participating include:

**Engagement with potential customers.** Exhibiting allows for face to face interactions with potential customers. You'll connect with brides in your local area who are looking for the specific services you provide. This personal engagement can significantly increase your leads and sales.

**Visibility and brand exposure.** Our Expo provides a platform to showcase your products and services to a targeted and interested audience. This exposure can significantly increase brand awareness and recognition.

**Competition.** Your competition is most likely already participating in wedding expos. "Out of sight, out of mind" is a harsh truth in the business world. Get your name out there by exhibiting in similar, or even the same, trade shows.

**Credibility.** Especially if your business is a new start-up, making a name for yourself can present a challenge. Bridal shows are a great way to build brand credibility in prospective clients and other professionals.

**Exposure on our social media.** We'll advertise your business name, logo, website, making it easy for brides and grooms-to-be to find your information.

**Cost effective exposure.** When compared to other marketing efforts, exhibiting in an expo can often be cost-effective, especially considering the potential return on investment in terms of leads and sales generated. Qualified leads often come from expos as attendees are genuinely interested in the industry.





# EXPERT TIP

Ideal Bride encourages vendors to network at our events.

Attending the expo is a fantastic way to access client referrals from colleagues in the wedding industry.

Make sure you bring plenty of business cards and network with other vendors to make the most of your exhibition experience with Ideal Bride.





# RATES

If you are interested in the rates and values of the booths,  
contact our sales manager, [kylie@idealbride.com.au](mailto:kylie@idealbride.com.au)

