



OCT 21 & 22

11am-5pm

EY CENTRE
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Be a part of Ottawa's premier
wedding industry event

Inspire Your Target Audience

With more than 6,000 weddings in Eastern Ontario every year, The Ottawa Wedding Show is your opportunity to get up close and personal with your core market – brides, grooms, bridesmaids, and mothers-of-the-bride over a two-day period.

The Ottawa Wedding Show is Ottawa's premier wedding industry event. Brides from across the Ottawa-Gatineau area come to the show looking for inspiration and experts that can assist in planning their special day. Take advantage of this extremely motivated audience who are looking for your expertise.

The Ottawa Wedding Show is presented once in the Spring and once in the Fall each year. Join a wide range of Ottawa's leading wedding professionals. Get creative and participate in our incredible feature areas, presentations, tastings, and samples.



Why Choose The Ottawa Wedding Show

We know there are many opportunities for you to promote your business. At Caneast Shows, our goal is to produce an event that provides you with a higher return on investment.

For this reason, The Ottawa Wedding Show is built with our exhibitors and attendees in mind. We ensure a dynamic show that focusses on stimulating the five senses. Attendees can touch the luxurious fabrics, smell the bouquet of floral displays, taste the many treats offered, and see the beauty of the dresses and décor.

The Ottawa Wedding Show format is designed to keep the attendees on the floor, ultimately providing you more time to interact and foster leads. We've chosen to stay away from the typical big production fashion show that can pull focus away from the vendors. Instead we have several presentation areas strategically located throughout the show floor that showcase the fashion, as well as many of the components of a wedding: floral, decor, culinary, entertainment, photo, and video.

The Ottawa Wedding Show is one of the few shows with a paid attendance. This ensures our attendees are seriously interested in shopping for services and not just browsing.

All of these initiatives ensure that the focus is on you and your business.



Why Exhibit?

- **Boost your sales.** With thousands of visitors at each show looking for products and services just like yours.
- Nothing replaces the **power of face-to-face** contact where visitors can see, touch, feel, taste, smell, try on, and try out your products or services.
- **Get noticed by the media.** The Ottawa Wedding Show invests in a multi-platform public relations campaign. Your product or service may be featured in the news at no additional cost to your company.
- **Gain valuable advertising exposure.** Exhibitors benefit from a fully integrated marketing program valued at more than \$50,000, incorporating radio, print, and online advertising.
- **Grow your social media presence.** The Ottawa Wedding Show has a dedicated team of social media experts working to grow our page and promote our exhibitors and features. By participating in our social media, you are exposed to more than 6,000 followers interested in the industry offerings.
- **Be a part of something a little different.** Focused on providing an elegant and interactive experience, The Ottawa Wedding Show is looking for companies like yours to provide attendees with access to all they need to make their day special. In addition, show staff will work with you to ensure you get the most from your investment. Take part in any, or all, of our free promotional opportunities, sales information, and exhibitor-focused webinars.

Exhibitor Benefits

- Face-to-face contact with well-defined visitors to the show.
- Exposure through a \$50,000+ multi-media advertising and PR campaign.
- 10 guest passes for distribution to important prospects. Additional passes available at discount rates.
- Your name, phone number, website, and booth number in our on-site show guide.
- An online listing on our website posted one month prior to the show date. Listing stays visible for a minimum of 4 months.
- Five (400 sq.ft. space or less) to ten (401+ sq.ft. space) full show employee badges.
- 8' draped exhibit back walls, 3' side walls for your exhibit and carpeted aisles.
- Dolly service and limited storage for crates and boxes.
- Varied show features and decor throughout the hall.
- A friendly, professional, and experienced show management team.

Important Note: The following are not included with your space.
Let us know if you need help making arrangements.

- Floor covering for your booth space (mandatory)
- Electrical and lighting
- Liability Insurance (mandatory for businesses)
- Staff Parking



Wedding Statistics

Weddingbells' Annual Reader Survey, which gets inside the minds of engaged women getting ready to walk down the aisle, is Canada's preeminent bridal industry survey. The results of this nationwide questionnaire disclose important industry trends and insights into the spending habits of Canadian couples who are planning a wedding.

Highlights from this year's survey include:

- It was estimated there would be 160,324 weddings in Canada during 2015.
- The average age of Canadian brides is 30.
- December remains the most popular time to get engaged with 20% of men popping the question that month.
- 67% of weddings will occur between June and September. The most popular month to marry is in August, with 23% of weddings taking place that month.
- One in four weddings that occur between November and April will be destination weddings. Overall, 14% of Canadian weddings will take place abroad.
- The expected cost of a 2015 wedding in Canada (including the honeymoon) was \$30,717.
- 75% of brides agree that they are likely to spend more than anticipated on their wedding.
- The average number of wedding guests is 129.
- 89% of brides had input on how much their wedding ring cost.
- More than one in four women had chosen their engagement ring before becoming engaged.
- 90% of brides said they had logged into a social network in the past 30 days and 83% of brides said that "social media plays an important role in the planning of my wedding."

More information can be found on the Wedding Bells website at <http://www.weddingbells.ca/planning/wedding-trends-in-canada-2015/>

Show Demographics

Attendee Age:

25-35 – 58%
18-24 – 30%

Attendee Location:

West Ottawa – 21%
Central Ottawa – 14%
East Ottawa – 20%
South Ottawa – 13%
Outside of Ottawa – 24%
Gatineau Region – 11%

Wedding Budget:

\$10,000 – \$25,000 – 40%
Under 10,000 – 37%
\$25,000 – \$50,000 – 16 %

Wedding Dates:

In the next 12 months – 51%
More than 12 months away – 49%

Role in the wedding:

Bride – 84%
Bridesmaid – 6%
Groom – 5%
Mother of the Bride – 5%

Time Spent at Show:

Between 1 and 2 hours – 34%
Between 2-3 hours – 38%
More than 3 Hours – 25%

Attendee Satisfaction

95% rate the overall show as good to excellent!

99% rate our feature areas as good to excellent!



Online Presence

The Ottawa Wedding Show website is an evolving online platform with rich content focused on the attendee experience. With more than 35,300 unique visitors annually, and more than 100,000 page views, gain targeted exposure through free promotional opportunities, such as:

- Exhibitor Story Features
- Exhibitor Image Galleries
- Contests & Draws
- Blog Articles

Caneast Shows believes in promoting our exhibitors online as a strategic part of our marketing campaign. Utilizing Facebook, Instagram, and Twitter, show staff will post exhibitor-specific posts and repost/retweet exhibitor messages on the show properties.

Some Key Stats:



- 4,524 Total Page Likes
- More than 20,000 - Maximum Daily Reach
- Reach of more than 109,000 targeted consumers



- 1,565 followers
- More than 2,300 tweets



- 1,14569 followers
- Combined online advertising with Facebook



Programming

The Ottawa Wedding Show provides attendees with an elegant mix of feature areas focused on inspiring ideas for the perfect wedding. Each show is a little different, but we have a core group of features that elevate the attendee experience, ensuring our brides are motivated to shop. Our features include:

- Fashion Presentations
- Cake Displays
- Decor Displays
- Floral Displays
- Live Music
- Beauty Bar
- Cocktail and Food Samples
- Interactive Experiences

If you would like to participate in any of our feature areas, or have ideas for a feature area that would better suit your product or service, please contact Pat to discuss.

Pat O'Donnell
General Manager

Tel: 613.241.7775 Ext. 202

TF: 1.866.999.0150

pat@caneastshows.com



Sponsorships

Want to really stand out to those about to say “I do”? Let’s do more than just a booth!

Become a sponsor and we will help you develop a customized, non-traditional approach to presenting your products and services at the show. Tell us how you want to excite the crowds and we’ll make it happen.

Some ideas:

- **Sponsor one of our feature areas!**
Gain major exposure in our marketing and at the show.
- **Donate a Grand Prize for our guests!**
Our Grand Prize gains the attention of all who walk through the doors and receives additional exposure in advance of the show.
- **Sponsor the goodie-filled show bag!**
Get your brand into every bride’s hands.

To see what we can do for you, contact Ian, our sponsorship specialist, today!

Ian Forsyth
Managing Partner

Tel: 613.241.7775 Ext. 203

TF: 1.866.999.0510

ian@caneastshows.com

Testimonials

Out of all the shows we did this past year, this was the most successful of all. It was very busy each day, very constant flow and we got tremendous leads and bookings. It was a great show!

- *Canadian Museum of Nature*

Always so many attendees, great crowd, wonderful ambience, positive feedback and vibes. Always a pleasure!

- *Orchard View Wedding & Event Centre*

We had such a wonderful time at the Ottawa Wedding Show! We met with amazing clients and such talented wedding industry leaders as well! Such a pleasure learning about what brides were asking for this year!

- *Pearl Décor*

Excellent turnout today. We had a lot of interest in the gelato cart. Job well done!!!

- *Stella Luna Gelato Café*

“Just wanted to say thank you so much for the wonderful show! We had an amazing time and experience! Definitely one of the busiest and well organized shows we have ever done. I was very impressed and we will be back in the fall!!!”

- *Country Moments Spa*

Great show! Yay for you! Want to talk about fall and spring.

- *L.O.V.E.*

Was such an excellent two days! Met so many wonderful guests and vendors!

- *Edible Sins*



Booking Information

Exhibitor Booth Rates

Exhibit Space	Before July 14	Before Sept. 1	After Sept. 1
5' wide x 5' deep	\$ 385	\$ 405	\$ 426
10' wide x 5' deep	\$ 722	\$ 762	\$ 801
10' wide x 10' deep	\$1,302	\$1,371	\$1,444
15' wide x 10' deep	\$1,953	\$2,058	\$2,165
20' wide x 10' deep	\$2,405	\$2,535	\$2,667
30' wide x 10' deep	\$3,612	\$3,802	\$4,000
40' wide x 10' deep	\$4,357	\$4,590	\$4,830
20' wide x 20' deep	\$4,357	\$4,590	\$4,830
30' wide x 20' deep	\$6,542	\$6,885	\$7,245

*Corner premium add \$50 for 5' x 5' and 5' x 10' and \$100 for larger sizes

Reserve your space now!

Don't miss this amazing opportunity to gain access to an audience of brides looking for your products or services.

Visit ottawaweddingshow.com/looking-to-exhibit or contact Ian.

Ian Forsyth
Managing Partner

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View the floor plan

Reserve your booth online