

NEWCASTLE RACECOURSE

HIGH GOSFORTH PARK NEWCASTLE UPON TYNE NE3 5HP



**Premier
Wedding Services
& Venues from
the North East!**

**ALL
EVENTS
11am
til 3pm**

SUN 18TH OCT 2015

NEWCASTLE RACECOURSE HUGE WEDDING SHOW

Inc Wedding & Venues Show

£3 ON DOOR

See Early Bird section for
FREE tickets & FREE parking

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whilst stocks last!

18TH OCT 2015

WEDDING WEEKEND



SAT 27TH & SUN 28TH FEB 2016

WEDDING WEEKEND HUGE WEDDING SHOW

Inc Wedding & Venues Show

SAT 27TH FEB 2016

FREE ENTRY & FREE PARKING

All day no ticket required

SUN 28TH FEB 2016

£3 ON DOOR

See Early Bird section for
FREE tickets & FREE parking

2000 FREE PARKING SPACES | 100 Exhibitors | Free Seminars
Pop up Bridal Shops | Wedding Venues

ENQUIRIES info@weddingfairsnortheast.com
TEL 033 00 100 192 TEXT 07507 192 192

Please check weddingfairsnortheast.com
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Why Wedding Venues should exhibit at the Wedding and Venues Show

The Wedding & Venues Show at Newcastle Racecourse is a unique event which has a large focus on Wedding Venues with a strong presence of other high quality Wedding related services.

It is ideal if you would like to present your Venue or service at a very early stage as it has a target market of engaged couples that are actively looking for Wedding Venues and therefore generally have no services booked at all.

The targeted online marketing for the Wedding and Venues Show will attract 'serious prospects' in the early stages of planning their Weddings. So whilst they can bring their friends along (there is a £3 admission charge to ensure genuine visitor interest) this presents you with a nucleus of engaged couples in the process of looking for Wedding Venues.

This ideal platform to showcase your facilities, where a sizable proportion of exhibitors will be North East Wedding Venues will enable those represented to give newly engaged couples the opportunity to collect Wedding brochures, discuss and consider the many varied facilities and options that are available and how you can cater for the different elements of their Wedding.

This will encourage couples to make a conscious decision to visit YOUR Wedding Venue or Open Day and make a confirmed booking.

Specific marketing to attract couples that are seriously interested in Wedding Venues to this show and to YOUR open day events!

We would also encourage you to set up an Open Day or evening within the following few weeks after the event and as an exhibitor at the show we can help you promote your FIRST OPEN DAY FREE OF CHARGE on our website www.weddingfairsnortheast.com which ranks very highly on search engines for regional Wedding Fair related search terms.

We can also promote Wedding Venues officially exhibiting with a profile page FREE FOR 6 MONTHS on the beta version of our website www.weddingvenuesnortheast.com which will in the near future have additional options to upgrade to generate enquiries, confirmed appointments and bookings for Wedding Venues in the North East.

The £3 admission charge will also act as a 'barrier to entry' meaning there will be a strong presence of your target market ready to book, not 'goody bag hunters' out for freebies.

The Wedding and Venues Show attracts couples to an event which is an ideal platform for promoting Wedding Venues, providing a face-to-face connection with potential customers who are undecided on their Wedding Venue, but at that crucial point when they are about to book one.

It will allow you to take appointments and welcome couples to your forthcoming open days with a prior relationship already established.

OUR FIRST EVENT ON OCTOBER 6th 2013 WAS A RESOUNDING SUCCESS-WITH SOME VENUES TAKING UP TO TEN BOOKINGS AND TENS OF THOUSANDS OF POUNDS WORTH OF BUSINESS IN THE WEEKS AFTER THE SHOW. SEE TESTIMONIALS: <http://www.weddingfairsnortheast.com/exhibitor-testimonials/#wedding-and-venues-show-testimonials>

Who organises this show?

www.weddingfairsnortheast.com / www.weddingpages.co.uk are the organisers of the Wedding and Venues Show with over 17 years experience organising wedding fairs and events in the North East as displayed on our website www.weddingfairsnortheast.com.

Our other events include the renowned Great North Wedding Show at Hilton Newcastle Gateshead and Durham Wedding Show at Emirates Durham International Cricket Ground, both very successful events in their own right which attract thousands of visitors.

A record number of brides attend each year. Our events are successful as we're able to draw on a network of Wedding related websites to promote the events and attract pre-registered Brides who book to attend our events because they know that they will be visiting a well organised show with quality exhibitors. We often get Brides to be visiting our Shows based on the recommendation of their friends who have visited one of our events in years previous. We know that value for money is the key for wedding businesses; we provide this by hosting affordable events for exhibitors to promote their wedding services, with industry leading attendances.

Check out some of our Exhibitor Testimonials to get a taste of what we can do for you.

We have targeted our marketing towards engaged couples actually looking for... Wedding Venues

Go that extra mile so your potential customers don't have to !

The Wedding and Venues Show is unlike any other show we or anyone else does, it focuses largely on Wedding Venues and Wedding services that are chosen and booked in the early stages of planning.

As outstandingly beautiful some of our North East venues are, there must be many a missed opportunity because of the travel distance involved that can take up so much time on a couples weekends off. Being represented here will enable you to advise couples on how they can cater for the different elements of their Wedding so that you can see the many varied options that are available.

As a paid for event those visiting will certainly be serious and pro active about booking services, which presents the ideal opportunity to you.

Decision making couples, at a Wedding Show together, looking for Wedding Venues and in buying mode. Even those who do not book on the day will have had time to discuss with you together whether your service and their needs are a good match, and with both decision makers present this offers you the ideal opportunity to make an impression on them so that there is an excellent chance of you securing their business.

For Wedding Venues this is quite a unique opportunity in that Newcastle Racecourse, though a Venue themselves have a relatively neutral, yet easily accessible location, and are more than happy to see us encourage business for each other, with the additional benefit of FREE parking for thousands of cars, we are in a position to provide the platform for a destination event for couples looking for Wedding Venues.

A lot of Wedding Fairs and Shows are visited by the Bride to be, her mother, friends, future mother in law etc, and on some occasions they are there for an enjoyable day out and sometimes they are at the stage of their wedding when they only need to book ancillary services which they would usually book in the latter stages of the process of planning their wedding.

Or 'Goody Bag Hunters' who have been attracted to the event by this type of marketing which has been carried out to boost attendances.

Not an ideal audience for Venues looking for potential clients.

Our specific-targeting of engaged couples looking for Wedding Venues, along with a ticket price for guests, ensures a strong presence of your target market, a lot of which are ready to BOOK ! So whilst the visitors can obviously bring their friends along if they wish (they will have to pay for the privilege though) this presents you with a nucleus of engaged couples, some of which will be fresh from Valentines Day engagements looking for Wedding Venues !

Whilst Wedding planning will be the main focus of the couples at the moment, this also presents an ideal opportunity for Venues to promote future events and build up a database of what could be perfect future customers, interested in other events that are very appropriate to them, Christmas Parties, Valentines Evenings, Restaurant Promotions, Overnight Accommodation for Guests, Couples Weekends Away, Spa Days, Hen Parties etc etc !

42% of registered visitors who attended our last event were interested in Wedding Venues.

46% of those came to the Wedding and Venues Show specifically to consider Wedding Venues to book now !

(See full event statistics from Oct 2013 event on next page)

Statistics from October 2013 Wedding & Venues Show at Newcastle Racecourse

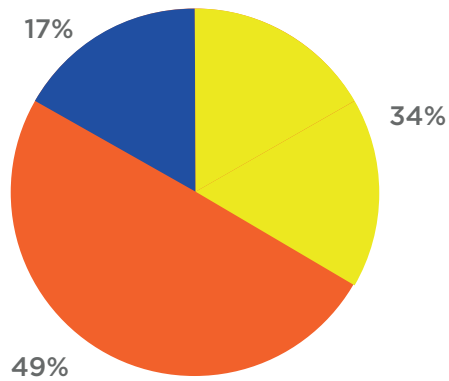
42% of registered visitors who attended our last event were interested in Wedding Venues.

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100% of exhibitors surveyed said they were likely to exhibit again at the Wedding & Venues Show

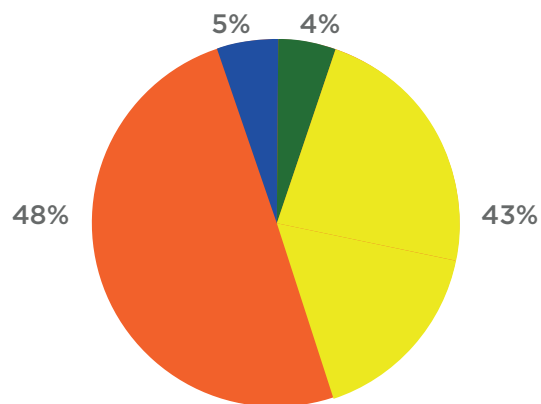
Amount Attendees are willing to spend on a Wedding Venue

● under 5k ● 5k - 10k ● over 10k



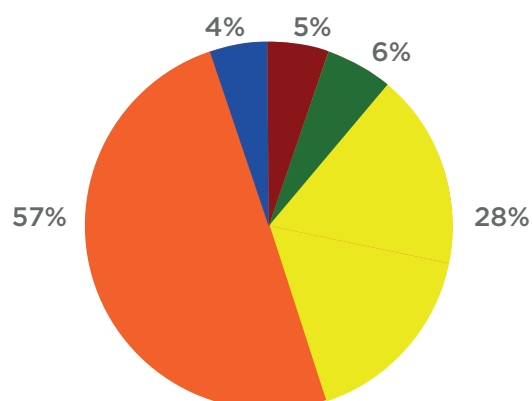
Distance Couples are Willing to Travel to a Wedding Venue

● under 10 miles ● 11 - 20 miles ● 21 - 50 miles ● over 50 miles



Year of Wedding

● 2013 ● 2014 ● 2015 ● 2016 ● 2017



TERMS AND CONDITIONS FOR THE WEDDING & VENUES SHOW AT NEWCASTLE RACECOURSE

1. Stands are offered on a first come first served basis until all spaces are taken.
2. The allocation of sites and positioning of trade stand space will be at the discretion of the organisers, although every endeavour will be made to meet exhibitor's needs full set up details will be emailed at least 7 days prior to the event.
- 3 Cancellation of the event due to inclement weather or circumstances beyond our control a credit for the amount paid will be applied for use at future events.
- 4 We reserve the right to change the Venue, Rooms allocated or stands positions to different rooms or future dates where necessary.
5. All stands should be set up to operate at least 1 hour before the events start time, we reserve the right to refuse entry to those arriving later than this.
6. No exhibitor shall sub-let any portion of space allotted to him/her or promote another business or event without the organiser's permission.
- 7 All trade stands must be open and staffed when the events are open to the public and exhibits must not be closed or dismantled during this time
- 8 Goods and packages must not be delivered to the organisers or venue without prior permission.
- 9 Exhibitors who have not returned their signed order form and made full payment within the prescribed terms below will not be permitted to trade.
- 10 Deposits are non returnable, cancellations made more than 1 month in advance can be transferred to future events. Any missed pre arranged instalments will render the full balance to become due immediately.
- 11 Dates may be changed and events may be moved to different venues at our discretion or in unforeseen circumstances, any credits due will be transferred to future events.
- 12 Current prices quoted do not include any VAT, which may apply to events which are not already booked and paid for or due by pre-arranged instalment in future.
- 13 The organisers weddingpages.co.uk or venue Newcastle Racecourse will not be responsible for the death, injury or loss caused to any exhibitor or to his or her agents, regardless of the cause of the death, injury or loss arising.
- 14 Exhibitors are responsible for their own Public liability Insurance and for ensuring any electrical equipment used complies with PAT requirements.
- 15 Unless paying by pre-arranged instalments, full payment of remaining balances are due a maximum 30 days before the event unless booked within this period then they will be due according to terms agreed when booking
- 16 Any specific requirements for position of tables etc should be requested on the booking form or emailed to info@weddingfairsnortheast.com at least 7 days prior to the event.
- 17 Where possible a full booking form should be completed and scanned and emailed to info@weddingfairsnortheast.com or faxed to: 0844 357 1783.

We accept verbal and email confirmation of bookings, full details of booking will be confirmed within the Invoice and it will be assumed that by paying the invoice that you have read and agreed to these terms and conditions where this is the case.