



Bridal Fairs 2010



You are cordially invited...



With more than 230,000 weddings / civil ceremonies taking place every year,* and the average wedding costing over £11,000, it's clear that getting married is not just a special day for the couple involved but a big business opportunity for the companies that provide wedding services.

Each year we run bridal fairs across the region to help couples plan their big day and put them in touch with companies who cater for their every need, including wedding dresses, suit hire, catering, venue hire and more.

Every couple wants their wedding to be perfect and is looking for professional help to ensure the big day runs smoothly, is hassle free, and full of happy memories – our bridal fairs help to make this dream come true.

As well as exhibitors show-casing their services our bridal fairs also include fun events like bridal fashion shows, entertainment, and demonstrations to encourage visitors to attend.



Wedding Photography & Video

www.magicmoments.uk.com

For further information telephone Howard on 07841 328144, or email info@magicmoments.uk.com

*Source: Office of National Statistics.



Here come the brides...

Happy Families

Aged 30 – 44

Cohabiting (often with children living at home)

Employed in professional / lower managerial positions

Household income of £25,000 - £49,999

Places a high value on material possessions, interested in mid market brands and in maintaining their image.

Happy to make use of credit to extend their purchasing power due their steady incomes.

Ties of Community

Aged 25 – 44

Cohabiting (often with children living at home)

Employed in skilled trades / manufacturing

Household income of up-to £24,999

Focus on community standing and cohesion rather than material possessions.

Tend to save money to spend it rather than rely on credit.

We carefully monitor the attendance at our bridal fairs to make sure we're attracting the right audience. We do this by asking attendees to provide their postcode when they arrive and then we use this information to create a MOSAIC profile of our visitors.

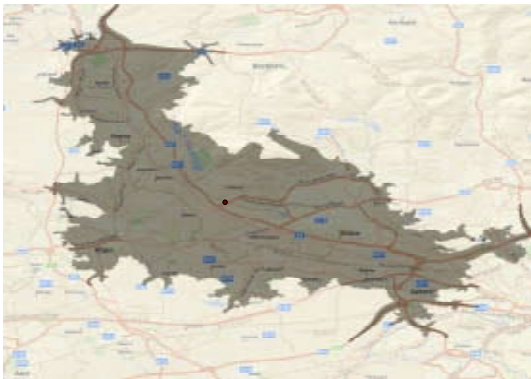
The most popular MOSAIC profiles that attend our bridal fairs are 'Ties of Community' and 'Happy Families'. Both profiles are made up of couples, often with dependent children, who are already in long-term relationships and are ready to 'formalise' their commitment by marrying.

We also attract a sizeable number of attendees who still live at home with their parents. These attendees generally come from the wealthier districts and are young people looking to marry early, with financial support from their parents to help pay for the wedding.

Regardless of MOSAIC profile, more than 90% of attendees live within a 20 minute drive-time radius of the bridal fair venue, demonstrating that we attract a local audience.



Our venues



20 Minute drive-time catchment around De Vere Whites Hotel. Reebok Stadium,

De Vere Whites Hotel, Bolton.

Integrated into the Reebok Stadium, De Vere Whites provides an ultra-modern exhibition space.

Within the prime 20 minute catchment area...

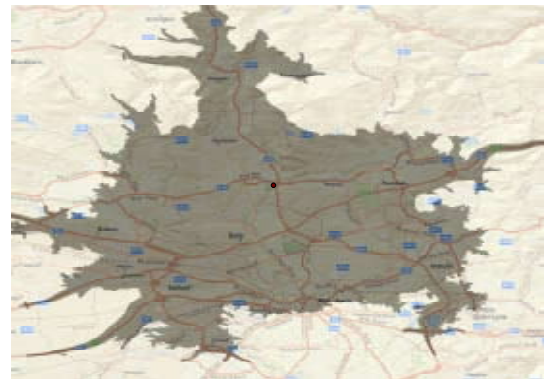
- There are 24,978 cohabiting couples.
- Of those, 12,754 have children living at home.

The Village Hotel, Bury.

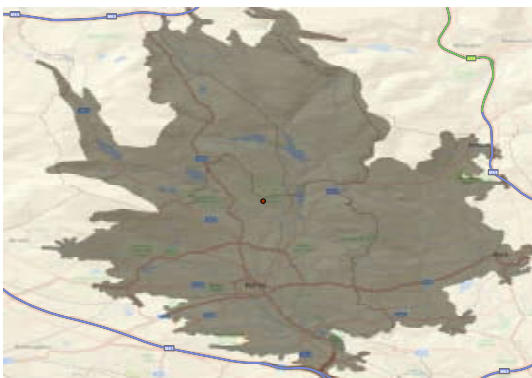
Situated at the M66 Jct 2, The Village Hotel offers a great location to attract visitors from Rochdale, Hewood, and the surrounding area.

Within the prime 20 minute catchment area...

- There are 39,612 cohabiting couples.
- Of those, 20,281 have children living at home.



20 Minute drive-time catchment around The Village Hotel, Bury.



20 Minute drive-time catchment around The Last Drop Village, Bolton.

Last Drop Village, Bolton.

Formed from a collection of 18th Century farmhouses, the Last Drop Village is located on the edge of the Pennine Moors.

Within the prime 20 minute catchment area...

- There are 10,202 cohabiting couples.
- Of those, 5,170 have children living at home.



2010 Show dates



**Double stands available.
Price on request.**

To book your place at our popular Bridal Spectaculars simply fill out the form below and return it, along with your remittance, to **Marylyn Owen, Events Department, The Bolton News, Churchgate, Bolton. BL1 IDE.**

De Vere Whites Hotel. Reebok Stadium, Middlebrook, Bolton.

Sunday 24th January

Stand only - £250 +vat

Sunday 26th September

Stand only - £250 + vat

The Village Hotel. Waterford Business Park, Rochdale Road, Bury

Sunday 7th Febuary

Stand only - £200 +vat

Sunday 3rd October

Stand only - £200 + vat

Last Drop Village. Hospital Road, Bromley Cross. Bolton

Sunday 7th March

Stand only - £200 +vat

Sunday 10th October

Stand only - £200 + vat

Do you require a power socket?

What is your line of business? _____

What will you be displaying on your stand? _____

Business name: _____

Address: _____

Tel: _____

Contact name: _____

Email: _____

Card type: _____

Card number: _____

Start date: _____

Expiry date: _____

Security code: _____

Issue no: _____

Stands allocated on full receipt of payment.

Discount applies only when pre-paying for all events as a block booking.

For more information, or to book a stand by telephone, contact the Events team on 01204 537254, or 01925 426906. Alternatively you can email your questions to marylyn.owen@northwest.newsquest.co.uk