

POST-SHOW REPORT 2019



BIG CROWDS. BIG SUCCESS.


Thousands of excited shoppers converged on the Phoenix Convention Center for one day at the June **Arizona Bridal Show**. With money to spend, consumers eagerly walked the show to shop **more than 350 booths**. Soon-to-be newlyweds met face to face with the area's top businesses to get advice, shop and compare wedding products and services, book services, taste delicious cake and catering samples and get ideas and inspiration to make their dream wedding a reality—all under one roof.

6,441
Total Attendees




VISITOR SNAPSHOT

 **97%**
are females

 **94%**
are likely to tell
their friends about
the show

 **89%**
rate the
value they
receive for
the admission
price paid as
excellent, very
good or good

 **82%**
spend between
3-6 hours at
the show

 **60%**
have a budget of \$10,000
or more for their wedding
and honeymoon.



Voicing YOUR OPINION

“The experience at the show was great! I enjoyed that vendors networked and helped each other out.”
Wanetta Kaulu, Aminaliyah Weddings & Events

“Working with the Marketplace Events team has been great!”
Miles Gilbert, SKM Entertainment

EXHIBITOR SNAPSHOT

91%
rate the timing
for receiving
bride info as
quick and
adequate

73%
rate their overall
experience
working with
the facility as
excellent, very
good or good

71%
rate their overall
experience
working with the
show team as
excellent, very
good or good

**MORE
THAN HALF**
rate the
quality of
attendees as
excellent, very
good or good



SPONSORSHIP

Looking for unique ways to gain additional exposure before, during and after the show? Contact Stephanie Gatzionis at 480-236-7987 or stephanieg@MPEshows.com for rates and info for this or any Marketplace Events show.



SATISFACTION GUARANTEED

Any visitor who was not completely satisfied with the Arizona Bridal Show was able to visit the Show Office and submit paperwork to receive a full refund. This guarantee was promoted in show advertising. We're pleased to report that out of 6,441 visitors, we only received **2 requests for a refund.**



GETTING THE WORD OUT

Advertising spend topped more than \$145,000! Spreading these dollars across multiple media—television, radio, print, outdoor and online—ensured total saturation of the local market and drove thousands of attendees through the doors.



MEDIA SAMPLES

PRINT ADS



FASHION SHOW BROCHURE (4 pages)



EMAILS



TV - Our strategy to secure top prime programs on KNXV, KSAZ, KUTP, KPNX, KTVK and others ensured attendees at the show who were eager to buy.

Radio - Hundreds of thirty-second spots were heard across stations such as KKFR, KMVA, KESZ, KMXP, KNIX, KZZP, KUPD, KMLE, KOOL, KALV and several others. Plus, on-air contests and ticket giveaways all contributed to traffic.

Print - We teamed up with the Arizona Bridal Source, Arizona's Finest Weddings, Arizona Weddings and Quinceaneras to promote the show with attention-grabbing ads.

Online - Our digital presence on multiple websites gave us total saturation of the market.

Outdoor - High-impact billboards in key locations commanded attention from a wide audience leading up to and during the show.

Direct Mail - Inserts in advertising circulars kept us top-of-mind in the weeks leading up to the show.

ONLINE ADS



BILLBOARDS



ADMISSION TICKETS



GET CONNECTED!



@AZBridalShow
13,500 impressions



arizonabridalshow
6,010 fans



AZBridalShow
2,787 followers



2019 ARIZONA BRIDAL SHOW



1. **Fashion Shows** presented by American Furniture Warehouse ran all day long and featured the latest bridal trends.
2. The **Hourly Gown Giveaway** gave brides-to-be frequent chances to win the wedding dress of their dreams.
3. Happy couples enjoyed **tasting delicious cakes** from the area's top wedding cake designers.
4. Brides and bridesmaids saved big on gowns, veils, shoes and accessories at the **Gown Sale**.
5. One lucky couple won the **Ultimate Wedding Package Giveaway** which included wedding invitations, venue and tuxedos.

THANK YOU TO OUR SPONSORS & PARTNERS



SAVE THESE DATES!

Arizona
BRIDAL SHOW

JANUARY 11-12, 2020

JUNE 7, 2020

Phoenix Convention Center

ArizonaBridalShow.com

Call today TO BOOK!



STEPHANIE GATZIONIS

Show Manager

480-236-7987

stephanieg@MPeshows.com



GREENANE DAVISON

Exhibit Sales Consultant

206-620-0660

greenaned@MPeshows.com

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