

THE
WEDDING
SHOW JOURNAL
live!



VIP SPONSORSHIP PARTNER

ABOUT

THE WEDDING SHOW JOURNAL *live!*

APPROX
40,000
VISITORS
ANNUALLY

The Wedding Journal Show is Ireland's leading bridal exhibition. With a proven track-record of success, the show is the ultimate must-stop wedding destination for couples and provides businesses with a unique face-to-face marketing opportunity.

- Key demographic females aged 25-40
- Autumn and Spring shows held each year in Belfast and Dublin
- Over 9,000 visitors per show
- Exhibitors include leading national and international brands
- Supported by a massive integrated marketing and advertising campaign
- Part of the Wedding Journal brand – Wedding Journal Magazine and WeddingJournalOnline.com



A NEW OPPORTUNITY FOR YOUR BRAND - VIP LOUNGE

87%
of business directors
agree it is easier to
communicate with
people face-to-face
than on the phone
or email

Association of Event organisers

Our VIP Ticket

The Wedding Journal Show provides an exciting platform for your company to partner with the strongest brand in the wedding industry and engage with couples as they plan the biggest day of their lives and their future together.

Ticket price €25

- What the ticket offers
- Fast Track
- Goodie bag worth €50
- Entrance into the VIP area
- Champagne and sweet treats
- Reserved seating to the catwalk shows

This sponsorship provides a unique opportunity to communicate with this high ABC1 bride-to-be who is hungry for information and keen to spend a budget of a lifetime



VIP

Display Cabinets

BAR

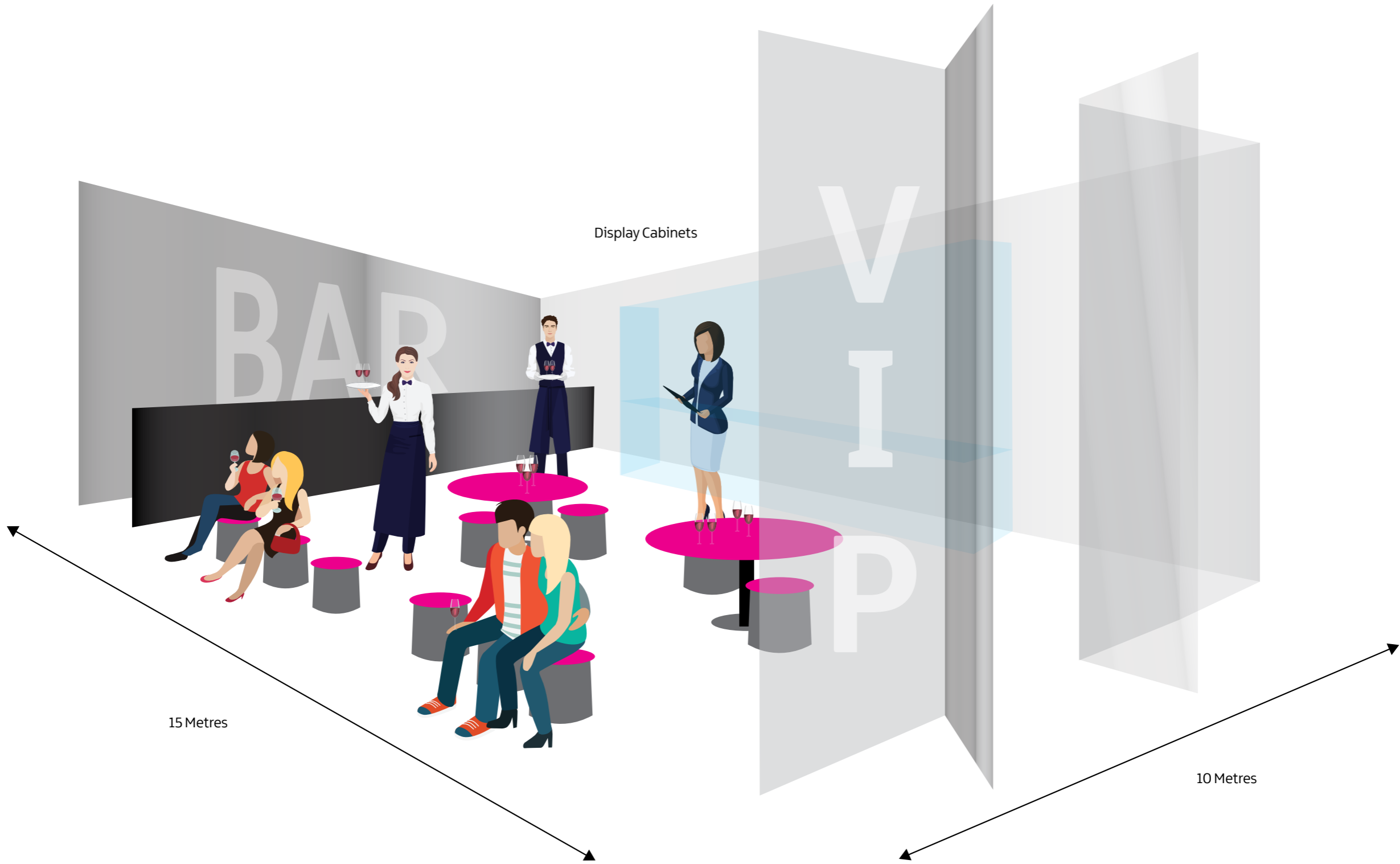
V

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P

15 Metres

10 Metres



BENEFITS TO THE SPONSOR

The strongest benefit by far is brand association with Ireland's No.1 wedding brand - In Print - Online - Face-To-Face.

Hosting a clean database of 28,000 and a Social Media following of 235,000.

ABC Audited Circulation 14,066)
 Online (250,000 Unique Visitors a month)
 Face-To-Face (40,000 Visits over 4 shows)

PRE SHOW

1. DIGITAL MARKETING

ALL pre-booked tickets will be sold only through a **BRANDED** digital marketing campaign
 Named branding will appear on all digital marketing and social media.
 Stretching the reach by social media advertising campaigns

2. NEWSLETTERS

Branded newsletters (minimum of six) will go to a database of 28,000

ONLY A FEW LEFT! Get two VIP tickets for £30, buy now here before they are sold out!
<http://weddingjournalonline.com/the-wedding-journal-show/>

Two VIP Tickets for £30 at The Wedding Journal Show - Ireland's Wedding Journal
 Buy tickets for the Wedding Journal Show in Dublin or Belfast, visit Ireland's biggest bridal fair for all things bridal under one roof!
 WEDDINGJOURNALONLINE.COM

The VIP ticket sale is ON NOW for the Belfast Show! Buy them for £15 each, what a bargain!!! Use code GOVIP to redeem - buy today, only a limited amount available!
<http://weddingjournalonline.com/the-wedding-journal-show/>

48 hour VIP ticket sale
NOW £15!
 With all the benefits
 Use promo code **GOVIP** to redeem
Buy now

Go VIP to the Wedding Journal Show in Belfast and get this stunning PADDY MCGURGAN MAKE UP ARTIST gift worth £25 free! Plus lots of other fab extras - buy tickets now for £22
<http://weddingjournalonline.com/the-wedding-journal-show/>

worth **£25!**

Go VIP at the show and get the following for £22:
 A FAB PADDY MCGURGAN MAKE UP ARTIST gift worth £25!
 Entrance to the exclusive VIP lounge
 Glass of bubbles
 See more

Free gift worth **£25!**

w worth **€30!**

Buy your VIP tickets now to receive this fab goody bag from Benefit worth €30!

Dublin
 14th & 15th January 2017 • Citywest Convention Centre
 Use the discount code **VIP50** to get half price VIP tickets to the Wedding Journal Show, the ultimate girl's day out!

Use discount code **VIP50** to redeem, **Buy Now**

Go VIP and receive:

- A fab Benefit goody bag worth €30
- Free admission to the exclusive VIP lounge
- Bubbly
- Fast-track entry to the show
- Reserved seating for the Catwalk Show
- Sweet treats!

Buy half price VIP tickets now, use promo code **VIP50**

07 DAYS TO GO THE WEDDING SHOW *live!*
 Last 24 hours for half price VIP tickets!
Dublin
 14th & 15th January 2017 • Citywest Convention Centre

Buy half price VIP tickets, only €12.50, use code **VIP50** to redeem

Get this fab Benefit goody bag worth €30 absolutely free when you buy a VIP ticket!

w worth **€30!**

VIP tickets now on sale!
 Available exclusively to newsletter subscribers

Dublin
 14th & 15th January 2017 • Citywest Convention Centre

Go VIP for €25, includes Benefit goody bag worth €30! **Buy now**

"The VIP experience was first class"
 Helen, Dublin, September 2016

Get the VIP treatment at the Wedding Journal Show and receive:

- Fab Benefit goody bag worth €30
- Free admission to the VIP area
- Glass of bubbles plus cakes and goodies
- Fast-track entry to the show
- Reserved seating for the Catwalk Show
- Plus much, much more

We are offering Wedding Journal Newsletter subscribers exclusive pre-release VIP tickets, be the first to book the perfect girls day out!

VIP tickets to the last show **SOLD OUT!**

CONTINUED

IN PRINT

COVERAGE IN WEDDING JOURNAL MAGAZINE

ABC certified circulation of 14,066
Coverage over 2 pages in Autumn issue of Wedding Journal Magazine promoting the branded VIP Lounge

ADVERTISING IN SHOW GUIDE

1 full page advertisement in Show Guide (over 16,000 sold)

COVERAGE IN DIGITAL MAGAZINE

With 12,000 downloads

.....
'My bridesmaids treated me to a VIP day out at the Wedding Journal Show and we've had the best time.'

Claire from Belfast



CONTINUED

AT THE SHOW

- VIP area ...branded area with sales or promotion area inside
- Branding on all UPGRADE POS throughout the hall
- Branding on stage DVD running a minimum of five times per day
- Sampling opportunity in VIP Goodie Bags

POST SHOW

- Social pictures on WeddingJournalOnline plus in the following issue of Wedding Journal Magazine
- Data of all VIP guests, both VIP sold through digital marketing and VIP upgrades on the day

COST

- 2 SHOWS - €6,500 EACH
- 4 SHOWS - €5,500 EACH

'Paying that little bit extra made our experience of the Wedding Journal Show all the better.'

Sara from Ballymena

