



Exhibitor

INFORMATION PACK

THE MILTON KEYNES WEDDING SHOW
from Central Exhibitions
19-20 OCTOBER 2024



CENTRAL EXHIBITIONS LTD

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THE Milton Keynes WEDDING SHOW

THE **BIG** ONE

DON'T MISS THE BIG ONE!

It's the biggest wedding show in this region!



Please find enclosed the information about the next wedding show in Middleton Hall (near the John Lewis store) at the centre:mk, Milton Keynes. This show runs twice a year, is attended by over 1000 couples getting married (per show), and has been running for over 30 years.

The centre:mk has a tremendous natural footfall of around 500,000 per week and exhibitions are well attended following our extensive advertising campaigns leading up to the shows.

While traditionally spanning three days, we're experimenting with the October show by condensing it into a two-day format. We've noted consistent feedback that Fridays pose challenges for businesses to attend. Even though the cost of organising the show remains the same across both durations, we've made an effort to reduce prices as much as possible as a gesture of goodwill towards our suppliers.

Shell scheme stands are professionally built and the shows looks and feels like one of the National shows, but with a cheaper price tag and more local vendors and visitors, making it the perfect show to exhibit at.

Opposite is an example of the shell scheme which comes in various sizes from 2m wide x 1.5m deep. The image shown is of a 2m x 1.5m stand.

Please call or email us if you have any questions. If you would like to come, please let us know by returning the booking form, or just email your requirements.

We look forward to hearing from you.

Jackie & Troy Galo

The show opening times are:

- Saturday 09:00 – 18:00
- Sunday 10:30 – 17:00

**SET UP
FROM NOON
ON FRIDAY**

“ We exhibit at the National Wedding Show in Birmingham every year and can honestly say we get *more, better quality leads* from the Milton Keynes Wedding Show than we do at the national show! We wouldn't ever miss the Milton Keynes Show! ”

Nick Labrum, Nick Labrum Photography





How we promote the show

We promote the show in many ways including:

- Extensive social media (paid for) marketing campaigns
- Leaflets at local registry offices
- Emails to over 3,000 to couples that have registered their details with us
- Leaflets given out at earlier wedding shows
- Paid for listing on www.weddingfairs.com
- Digital screen promotion throughout the centre:mk shopping centre
- Details on the centre:mk website
- Details on the Central Exhibitions website
- Online local website event listings including MKFM
- Event registered and sent to local media outlets including newspaper and radio organisations
- Paid for promotions through Eventbrite



“ We spent years deliberating about exhibiting at the Milton Keynes Wedding Show. We convinced ourselves that it was too expensive and we couldn't afford it. *Having exhibited at the show for over eight years* now, we now know that we can't afford NOT to be there! ”

Jo Stratfull, Your Perfect Invite

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THE BIG ONE

Price List

STAND PRICES

Prices are for all both days of the show (you must be able to attend both days)

WIDTH (m)	DEPTH (m)	PRICE
2	1.5	£460 +VAT
3	1.5	£560 +VAT
4	1.5	£660 +VAT
5	1.5	£760 +VAT
2	2	£550 +VAT
3	2	£650 +VAT
4	2	£750 +VAT
3	3	£850 +VAT

Other sizes are available on request

PLEASE NOTE THAT WHATEVER STAND SIZE YOU CHOOSE, YOUR DISPLAY MUST NOT COME OUT OF THAT AREA.

REDUCER STAND: £360+VAT

We have a LIMITED number of **2m x 1.5m** stands located on the edge of the show or less prominent locations which are aimed at encouraging suppliers for whom a show of this size would usually be cost prohibitive. It will also help us ensure a good variety of suppliers for visitors. These are available strictly on a first come, first served basis.

EXTRAS

** due to health and safety you are no longer allowed to bring your own lighting unless battery powered*

ITEM	PRICE
Power Point	£49 +VAT
Track & 2 spotlights*	£39 +VAT
5 LED striplights*	£39 +VAT
Table 6ft x 2ft 6 ins / 4ft x 2ft 6 ins / 2ft round	£14 +VAT
Chairs	£10 +VAT
Tablecloth Dark blue, large	£10 +VAT
1m black stand panel (grey as standard)	£19 +VAT
Black fascia (blue as standard)	£19 +VAT

GOOD TO KNOW!



- Each stand panel measures 1 metre wide by 2.44 metres high (8 feet).
- Panels are grey as standard, but you can upgrade to black panels for the prices shown above.
- The fascia is the board that goes around the top of your stand with your company name. Fascias are blue as standard, but you can upgrade to black for the price shown above.

We hope you can join us to see how great the show is for yourself!



8 top tips to maximise each show

Attending a wedding show is an investment and with the opportunity to meet and impress couples who are looking for your services, it's arguably the best investment you can make.

Wedding shows give a unique opportunity to sell to a captive group of people all interested in what you have to offer, and the more you can do to make an unforgettable impression, the better.

We want everyone who exhibits at our wedding shows to do well. We genuinely care about you and we've spent over 30 years building relationships with those who exhibit with us. We're always here to offer any advice you need and we want you to succeed, so here are our 10 most valuable tips on how to make the best return on your investment.

➡ MAKE YOUR STAND STAND OUT!
The more you can do to stand out from the crowd, the more memorable you'll be. Be creative with your stand and show your product and services off in the best possible light. The effort will be worth it!

➡ BRING PLENTY OF LITERATURE
Make sure you bring along lots of leaflets or business cards to give to all those eager couples! Professional, well-thought out information will make it easy for couples to get in touch after the show.

➡ BE FRIENDLY AND APPROACHABLE
Some couples can feel overwhelmed when attending shows and might be shy to talk to you. Try to catch their eye, say hello and ask them about their plans to get a conversation going.

➡ GIVE DEMONSTRATIONS
This will depend on what you're offering, but if you can show your product or service in action, couples will feel more reassured and more likely to buy. Let us know if you think we can help you with setting up a demonstration!

➡ BE CONSCIOUS OF THE JOURNEY
You sometimes have to play the long game to sell in the wedding industry. Immediate returns aren't always there. Many couples are at the very beginning of their planning journey, and this will be about starting a conversation.

➡ DEVISE A WAY TO STAY IN TOUCH
Capturing potential leads in the form of an email address or phone number is a great way to stay in touch with prospects. Running a competition can be a great way to do this – but make sure it's within GDPR guidelines!

➡ CAN YOU GIVE SAMPLES?
Cake is the obvious example here, and couples (and fellow exhibitors) are always eager to taste what's on offer! Is there a free sample you could offer for your product or service to make a lasting impression?

➡ CONSIDER A SHOW DISCOUNT
Everyone loves to feel like they're getting extra value! Show discounts can offer an immediate incentive for couples looking to book a service and can sometimes 'seal the deal'.

2024 Show Dates

FROM CENTRAL EXHIBITIONS

Sunday 9th June, 11am-3pm

The Northants Wedding Show
Franklins Gardens, Northampton Saints RFC

Sunday 7th July, 11am-4pm

Milton Keynes Wedding Show, The DoubleTree by Hilton Hotel

Sunday 8th September, 11am-3pm

The Northants Wedding Show
Franklins Gardens, Northampton Saints RFC

Saturday 19th October, 9.00am-6.00pm

Sunday 20th October, 10.30am-5.00pm

Milton Keynes Wedding Show – THE BIG ONE
Middleton Hall, centre:MK

Sunday 10th November, 11am-4pm

Milton Keynes Wedding Show, The DoubleTree by Hilton Hotel

Any Questions?



We do hope that this pack has given you as much information as you need, but if you need to ask any additional questions, we are only a phone call or email away, so please don't hesitate to get in touch!

We're passionate about the shows we run and would love you to be a part of

this one. If you're ready to book, please use the [booking form link](#) included with this email (or click on the bold wording) and complete at your earliest convenience, although remember, space is available on a first come, first served basis.

We're here to make your life as easy as possible when exhibiting with us, so if we can help in any way at all, just shout!

Hope to hear from you soon!

Jackie & Troy
Galo

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