

QUEENSLAND brides[®] Wedding & HONEYMOON EXPO



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Thanks so much for a wonderful April expo – we have been away overseas for the last month and have had so many enquiries I've had to hit the email each night, so thank you! Same again for October please... we love it!

Amanda Wiltshire | Say Cheese Photography

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31 March - 2 April 2017 Hall 4 | **13 - 15 October 2017** Hall 4
Friday 5:30 to 8:30 | **Saturday** 10:00 to 4:00 | **Sunday** 10:00 to 3:30
Brisbane Convention and Exhibition Centre,
Merivale Street, South Brisbane



QUEENSLAND
brides
Wedding &
HONEYMOON EXPO

Why EXHIBIT WITH US?

Our wedding & honeymoon expo is a cost-effective way of drawing your target market to you in the one place at the one time. An expo appeals to all five senses – sight, sound, smell, taste and touch, providing the inspiration couples need to visualise how their wedding might look.

Each visitor is a qualified prospect just by their presence at the event. Research shows that expos do generate sales, either on the spot or within the following months – depending on the wedding date.

Participation at the expo enables you to continue creating awareness of your product, and potential customers get to ask questions and receive immediate answers. And, in this fast-paced, busy world, that's a real bonus for them!

Statistics from our last wedding expo revealed that 66% of our visitors hadn't attended any other wedding expo, which shows that they have not come into contact with your product or service at any other event.

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The Landing at Dockside is proud to be involved in your fabulous expos and we look forward to the events every year. Communication is both prompt and professional, and the bump-in and bump-out process is very smooth. Your strong marketing campaign in the lead-up to the expos ensures great pre-expo hype and, more importantly, traffic through the doors. Looking forward to the next expo!

Penny Walker | The Landing at Dockside

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We find this is a professional and extremely well run and promoted wedding and honeymoon expo with reliable attendance numbers. It's a great event to attend to meet hundreds of new potential customers that will more than likely be booking weddings and honeymoons. This has meant great conversion rates for our specialist honeymoon and wedding team and is the reason Flight Centre has been attending the Queensland Brides Wedding & Honeymoon Expo for years.

Dani Luck | Flight Centre

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queenslandbrides.com.au

Address: 431 Montague Road, West End

Post: PO Box 5601, West End, 4101

TO BOOK YOUR BOOTH

Phone: (07) 3029 7777 **Fax:** (07) 3029 7797

Email: expo@queenslandbrides.com.au

With the average wedding in Queensland costing approximately \$30,000, the wedding industry in our state alone is valued at over \$600 million – so it's a market bursting with opportunities. This is your opportunity to align your business with the brand that brides and grooms have respected and used for over 30 years.

WANT TO BE THERE?

Say "I do!"

TERMS AND CONDITIONS OF ACCEPTANCE PAYMENT

- 50% non-refundable deposit of total stand cost is required on signing of contract. Stands are not confirmed until deposit has been paid.
- Balance of stand cost is due 60 days prior to show.
- The organisers reserve the right to refuse cancellation within the 60-day period prior to the expo and retain all monies already paid towards stand cost.
- The organisers reserve the right to re-sell stands that are not paid for in full by due dates.
- All monies are non-refundable. One invoice per stand only.

CONDITIONS OF ACCEPTANCE

- No furniture is supplied by the organisers
- All costs are exclusive of GST.
- All stands include: 2 x flood lights, 4AMP power, fascia with company name and carpeted floor.
- Company names will be installed over each open aisle fascia. Lettering will be computer cut vinyl on

- white fascia board. Each sign will be a maximum of 30 characters including spaces.
- Please note that all electrical leads must be tagged by an electrician.
- Mandatory: All exhibitors will need to purchase their own high visibility safety vests and fully enclosed shoes, which must be worn during bump-in and bump-out.
- All booths are carpeted in silver-grey and are 2.5m high.
- No stand sharing is permitted. The exhibitor agrees not to display or give commercial benefit to any other business.
- All exhibitors must carry Public Liability Insurance to the amount of \$10 million and must provide a certificate of compliance to the organisers prior to exhibiting.
- Vehicle Area: Vehicles must arrive on Friday (prior to the expo) and will not be allowed to exit until Sunday (after the expo). Space does not include stand sign however display panels, chairs, tables and signs can be ordered via Exhibition Hire at an extra cost.