

COLUMBUS  
weddings  
SHOW

COLUMBUS  
weddings  
boutique  
SHOW

# WELCOME GUIDE

COLUMBUS'S FIRST WEDDINGS EXPOS

CONNECT & GROW YOUR BRAND



shows

DISPATCH  
MEDIA  
GROUP



# Why Invest With Us?

*We are your one-stop source to meet brides face-to-face all year long. Columbus Weddings Shows delivers over 3,000 brides and provides the tools to connect with brides before, during, and after each event.*

## WE KNOW COLUMBUS WEDDING TRENDS

Columbus Weddings Magazine is the only local weddings magazine with original content covering our market's brides and the wedding companies that serve them. Our very own local weddings editor Emma Henterly is involved in our show planning process to share insights, trends, & happenings she is seeing around Central Ohio.

## OUR LOCAL MEDIA POWERHOUSE

The Dispatch is the largest media company in Columbus, with the MOST media support for our shows. Our web & mobile traffic has unrivaled reach, with 146,000 monthly unique visitors to our platforms. This is #1 in Columbus, ahead of WBNS and NBC4.

## WE INVEST TO ATTRACT QUALITY LEADS

Columbus Wedding Shows are the MOST advertised bridal and wedding shows in town. Period. We invest over \$250,000 in media plus PR coverage on local newscasts to support our Wedding Shows, including paid schedules on radio, television, and social media channels including Facebook and Instagram. Not to mention the tens of thousands of dollars we invest to excite & delight our brides with or through celebrity talent, cat-walk style fashion runway shows, complimentary cocktails, registry prizes, and more. **We provide a full leads list of these quality brides & parents that register onsite at the shows to our vendors.**

*No other wedding expo in Central Ohio gives you this much.*



## OUR SHOW DATES

# Timing is Everything...

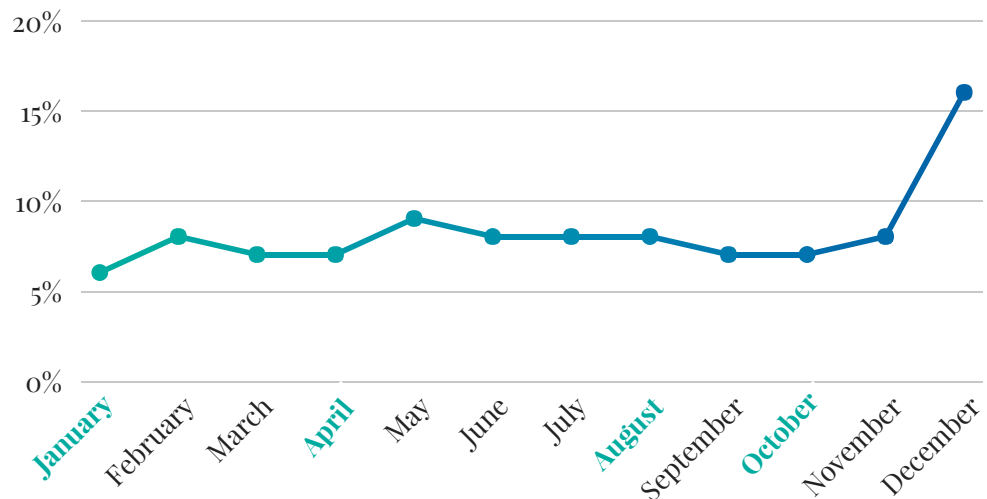
*And we have it down to a science!*

We've strategically planned four shows to capture newly engaged brides all year long as well as brides in all phases of their wedding journey. The American Marketing Association (AMA) sums this idea up nicely:

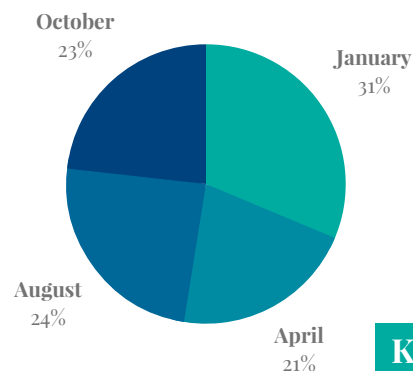
*Moreover, weddings often come with a built-in customer lifecycle... There are so many different touch points to hold a wedding. It starts with a venue and securing a date... Then you have to learn about different photography styles and types of flowers, and catering and what's possible to serve at the wedding. This is a very unique marketplace where the consumer on the wedding side consumes way more information than any other vertical, and it's over a very long period of time.*



### ANNUAL PERCENTAGE OF ENGAGEMENTS BY MONTH



### % of Engagements Captured by Show



***more shows =  
more savings!***

You can save by signing up to participate in multiple shows. It's just one small way we can help our partners improve ROI.

**Know the most popular  
wedding months for 2018?**

*October, September, June & August*

Source: xo group



# OUR EVENT SITES & LOCATIONS

*We have produced (literally) hundreds of shows & events around Columbus, so we know a thing or two about venue must-haves for our vendors & our attendees.*

We strive to create the best experience possible for our vendors & our attendees – and it all starts with the venue. From attendee & vendor surveys, we have found that venues downtown, like the Greater Columbus Convention Center, do not provide the best experience for this type of community event. Downtown venues are a great location for out of town conventions when guests stay in nearby hotels. It is NOT convenient for brides and their mothers traveling from the area suburbs. We know this because we are local. That's why Columbus Weddings Shows are held in convenient locations for brides with spending power – Dublin, Powell and the Ohio Expo Center.

## Perks Our Boutique Show Venues Offer

At our Boutique shows in April, August and October – you get amenities that other expos typically charge extra for:

- Free parking
- Wifi
- Electricity
- Registry lead list (including wedding dates)
- Carpet
- Booth signage with your company name



*Nationwide Hotel & Conference Center*



*Bridgewater Banquet & Conference Center*



*Ohio Expo Center's Cardinal Hall*





# Columbus Weddings Show

*The #1 wedding expo in town.*

Our Columbus Weddings Show held annually in January is the BIGGEST bridal and wedding show in the market. Period. We have earned your trust through this show for more than 25 years. With celebrity guests, catwalk runway shows, & tens of thousands of dollars in prizes, it's no surprise that this two-day show draws the most vendors and brides in the Columbus market.

## #1

WE ARE THE FIRST  
WEDDINGS EXPO  
& THE LARGEST IN THE  
CENTRAL OHIO MARKET

## 43%

OF EXHIBITORS SAID THEY  
WOULD SELL \$10,000 OR  
MORE AS A RESULT OF BEING  
AT THE SHOW

## 82%

OF EXHIBITORS  
REPORTED THEY  
WILL PARTICIPATE  
NEXT YEAR





## Wedding Boutique Shows

*After successfully producing the largest weddings expo in the Columbus market for over 25 years, we added these intimate one-day shows so that newly engaged couples can start planning right away. 2018 will mark our third year of producing the Columbus Weddings Boutique Shows - and this year we have added a new Boutique Show date in October!*

The Columbus Weddings Boutique Shows were designed to compliment The Columbus Weddings Show in January. These shows take place in various locations around the Central Ohio region throughout the year. The Boutique Shows offer a more relaxed, intimate atmosphere to build relationships with the brides who attend.

These smaller wedding shows are perfect for small businesses or businesses who are new to event marketing and want to get their feet wet before jumping into the big two-day Columbus Weddings Show in January.

*"The Boutique Show is really nice. You have a little bit more one-on-one conversations with vendors. The January show, the big show, is really fun — the Boutique Show is a little more intimate."*

— Haley Brown, White of Dublin







# WE KNOW COLUMBUS

AND COLUMBUS KNOWS US.

**OUR  
MARKET**

Columbus Weddings Shows are produced by Dispatch Media Group – the trusted source for news, and high-quality events that deliver ROI for our vendors, year after year. The Dispatch produces 22 LOCAL shows and events every year.



# OUR SHOW ATTENDEES

INSIGHTS ON THE TYPE OF ATTENDEES WE ATTRACT

MEET THE  
DECISION-MAKERS

92%

OF ATTENDEES ARE BRIDES &  
THEIR PARENTS

THEY ARE HIGHLY EDUCATED



72%

HAVE A FOUR-YEAR COLLEGE  
DEGREE OR MORE

## THEY HAVE SPENDING POWER

HALF OF OUR ATTENDEES REPORTED  
A HOUSEHOLD INCOME OF

\$65K  
OR MORE



1 IN 4



REPORTED A HHI OF  
\$100,000 OR MORE

## THEY ♥ OUR EXHIBITORS

90%

EXPECT TO GET BACK IN  
TOUCH WITH OUR EXHIBITORS

83%

PLAN TO BUY FROM OUR  
EXHIBITORS

73%

PLAN TO PURCHASE FROM  
OUR EXHIBITORS WITHIN  
3 MONTHS OF THE SHOW

## CEREMONY & RECEPTION BUDGET

57% HAVE A BUDGET OF  
\$10K OR MORE

17% HAVE A BUDGET OF  
\$25K OR MORE

GUEST  
LIST



OVER HALF ARE EXPECTING 100-200 GUESTS  
AND 1 IN 5 EXPECT OVER 200 GUESTS



# PROMOTION, PROMOTION, PROMOTION.

As a media company, we are pretty good at getting the word out. You'll be sure to see our events listed on all DMG websites, print ads in our publications--including *The Dispatch*, *Columbus Alive*, *ThisWeek Community News*, full-page glossy ads in *Columbus Monthly*, *Columbus CEO* and *Columbus Weddings* magazine, of course. Our Columbus Weddings Shows will also be publicized on the *Columbus Weddings* magazine blog, social media, email database and everywhere else we can think of.

Our in-house media is pretty powerful, but we make sure we cover other places the Columbus bride might be including The Knot, WeddingWire, radio (including iHeart & Columbus Radio Group), TV, paid social media advertising (including social remarketing), and powerful PR coverage.

We also supply all of our vendors with powerful marketing tools to promote the show & their presence at the shows. Our media kits include POS pieces (posters, hot cards, table tents), social media images and copy for use, Facebook cover photos, and an HTML email to send out to their databases.

## MEDIA SCHEDULED FOR 2018

### 194

TV SPOTS

### 653

RADIO SPOTS

### 99,000

BILLBOARD IMPRESSIONS

### 325,920

PANDORA IMPRESSIONS

## PLUS:

THE KNOT ADVERTISEMENT  
SOCIAL MEDIA PROMOTION  
EMAIL MARKETING  
LOCAL PROMOTIONS  
BLOG POSTS  
PRESS COVERAGE  
POINT OF SALE  
MAGAZINE ADS  
PRINT ADS  
DIGITAL DISPLAY ADS  
PR COVERAGE ON LOCAL TV

DISPATCH SHOWS | WEDDINGS

# MEET OUR MEDIA FAMILY



**1** Daily Newspaper   **21** Community Newspapers   **5** Magazines  
**10** Websites   **8** Mobile Sites + Apps   **6** Podcasts  
**22** Annual Consumer Shows & Events



Want to learn more about our media facts & capabilities? Visit [AdvertiseColumbus.com](http://AdvertiseColumbus.com)

REACHING  
**1.8M**  
COLUMBUS ADULTS  
EVERY MONTH

FOLLOWING OF  
**+556K**  
ON SOCIAL MEDIA  
CHANNELS

DMG + THRIVEHIVE  
**#1**  
LOCAL DIGITAL NETWORK  
IN COLUMBUS

Source: Nielsen Scarborough Research Columbus OH 2017 R2 DMA. Based on 30 day reach



**5TH YEAR WINNER  
OF OHIO'S BEST PAPER**



Columbus Monthly was named the best small-circulation city magazine in the nation at the City and Regional Magazine Association's awards banquet in New Orleans.



# COLUMBUS WEDDINGS MAGAZINE



*Meet the Columbus  
Weddings Magazine Editor!*

Columbus Weddings Magazine – the only local Weddings magazine with original content covering local brides and local wedding companies that serve them, plus our very own local weddings editor Emma Henterly who is on top of the local weddings industry, trends and happenings.

The most comprehensive and 100% local wedding publication in Columbus. Columbus Weddings Magazine is published twice a year (Spring/Summer and Fall/Winter) and boasts a circulation of 17,000.







Ready to join us & meet hundreds  
of Central Ohio couples?

Email [sales@dispatchevents.com](mailto:sales@dispatchevents.com) or call (614) 461-5257  
to speak with an exhibit space representative.

[CbusWeddings.com](http://CbusWeddings.com)



shows

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