

A romantic close-up of a bride and groom kissing at sunset. The groom is on the left, wearing a light-colored suit jacket and a boutonniere. The bride is on the right, wearing a white strapless dress. They are both smiling and looking at each other. The background is a bright, hazy sunset with warm orange and yellow tones.

# Exhibitors Information

wedding expos australia

*Sydney's Favourite Wedding Exhibitors*

# Dates & Venues

All of the expos are held annually, with the same month and venue. They are all a proven success for exhibitors.

## 2012 Dates and Venues

[Sunday February 26th 2012 - Stamford Plaza Sydney Airport](#)

[Sunday March 25th 2012 - Parramatta RSL Club](#)

[Sunday April 22nd 2012 - Wollongong, City Beach Function Centre](#)

[Sunday May 6th - South Sydney, Mounties](#)

[Sunday May 27th - Central Coast, Diggers @ The Entrance](#)

[Sunday June 24th - Northern Beaches, Harbord Diggers](#)

[Sunday July 29th 2012 - Castle Hill RSL Club](#)

[Sunday August 26th 2012 - Sydney Olympic Park Sports Centre, Homebush](#)

[Sunday September 30th 2012 - Liverpool Catholic Club](#)

[Sunday October 21st - Penrith RSL Club](#)

[Sunday November 11th - Cronulla Sutherland Leagues Club](#)



# An Expert Marketing Campaign

Wedding Expos Australia are aware of the ever changing environment on how to target to the consumer. Our expertise is marketing and advertising. We cover all mediums of communication to ensure we reach the desired target market.

We advertise and market each event:

Wedding Magazines, Radio, Glossy Brochures, Social Media Platforms, Outdoor banners, Website, E-news  
Facebook, Twitter, You Tube, Local Newspapers, Pull Up banners for each venue, Print Media and Gossip.

**Sydney City's Annual Wedding Expo**  
Stamford Plaza Sydney Airport  
Sunday February 27th 10am – 3pm

**WIN**  
a **Wedding Dress**  
from Hugs for Brides

**WIN**  
a **Holiday** at the  
Wanavu Beach Resort  
in Fiji  
+ more great prizes

**Free Entry, Parking, Free Bridal Bags,  
Free Magazines and a gift for each visitor**  
View over 70 of Sydney's Top Wedding Exhibitors

Visit the website for further details:  
[www.weddingexposaustralia.com](http://www.weddingexposaustralia.com) – Sydney's Favourite Annual Bridal Events

**Alpine on tour**  
Thursday 24th February:  
**Good God Small Club.**  
They're hip, they're happening and they're in Sydney. Cooler than cool headband. Alpine is set for their first headline over the February. We know you all love being the first to discover a big thing and this is bound to be it. So head to Liverpool St this Thursday. Tickets from \$12.  
[moshik.com.au](http://moshik.com.au)

Tomorrow's talent takes to the town in Project 5's live art show. Sexy street artists with loads of talent will be drawing in the crowds.

**Project 5**  
Friday, until February 27, Cockle Bay Wharf  
Watch them work to pumping beats and a backdrop of stunning water views and, if that's not enough, you can even purchase some of the pieces created! Free. [project5.com.au](http://project5.com.au)

**Magnolia Square**  
Friday, until February 27, Paddington Town Hall  
Passion for paper? Paper couture is in its element at Magnolia Square. It's a shopping event in a league of its own with everything paper and thread to fill the interior of Paddington Town Hall. Quirky and inspired, add a twist to your shopping trip. Entry \$5.  
[magnoliasquare.com.au](http://magnoliasquare.com.au)

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**Our city is not an ashtray.**

**Every butt counts.  
Please bin your butts!**

**CITY OF SYDNEY**  
City of Sydney  
1000 Market Street  
Sydney NSW 2000  
Visit [www.cityofsydney.nsw.gov.au](http://www.cityofsydney.nsw.gov.au)  
Call 02 955 9333

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**Parramatta's Annual Wedding Expo**  
Parramatta RSL Club  
Sunday March 27th

**WIN**  
A **\$2,500 Photography Package**  
from Harwood Photography & Video

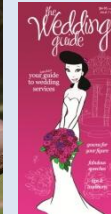
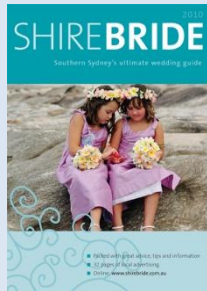
**WIN**  
A **Photo Booth** at Your Wedding  
from Papparazzi Studios + more prizes

**Free Admission, Parking & Bridal Bags.  
Free Magazines - The Brides Diary and Your Wedding  
Plus a Free Gift for Each Visitor**

**[www.weddingexposaustralia.com](http://www.weddingexposaustralia.com)**  
Sydney's Favourite Annual Bridal Events

# Print Media Campaign

We support & advertise the Wedding Expo dates and venues in the following wedding publications.



# weddingexposaustralia.com

- Ranked 1-2 in Google searches
- Over 8000 – number of visits monthly
- Hits – over 400,000 monthly
- Large budget for Google Ad Words with daily adverts
- Facebook, twitter and You Tube
- Exhibitions featured on over 20 websites
- Online wedding directory with over 500 listings
- Heavy Facebook campaigns
- Live video on the website
- Google ad words campaign
- SEO active campaigns
- Over 3000 database of brides for e-news



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# Wedding Exhibitions Work – A Proven Success

- Reach over 500 potential customers in one day.
- Marketing that is low cost and effective.
- Time efficient – 1 day only.
- Ten exhibitions reaching all of Sydney.
- A powerful cost effective marketing medium.
- Only bridal exhibitions bring you face to face with your direct target market.
- Let your customers touch, taste, test and fall in love with your product – 5 senses marketing.
- Wedding Expos are the only positive way to ensure intimate connection with new customers.
- Brides are deadline driven and compelled to buy.
- Impress motivated buyers.
- Build brand awareness.
- Be passionate and expose your brand.



# Why Brides Visit?

- FREE Admission & Parking
- FREE Bridal-Bags
- A fun day out for the Girls and Partner
- Free Wedding Magazines - Your Wedding & The Brides Diary
- Live Entertainment
- Special offers only available at the expos.
- Convenient – close to home.
- No upfront financial outlay for the admission charge
- Wedding Expos are the smartest way to shop, sample and plan.
- Trial & sample products.
- Meet the experts at each expo.
- Major lucky door prizes.
- FREE Hair and Makeup trials
- Wedding Expos Australia have coordinated over 60 Wedding Exhibitions and ensure they are great for the brides and grooms



# What Exhibitors Say?

- “Just a quick email to thank you so very much for another successful expo. My hubby has been singing your praises not only on the day but pretty much everyday since. Deborah you are a dream to work with, you really are. Gordon and I really appreciate all the hard work that yourself and your team put in behind the scenes to make each event such a success. Full credit to you girl you are exceptional at what you do and we honestly can not thank you enough.”

**Fine Line Photography –Joanne Woods**

- “Another wonderful expo by Wedding Expos Aust. Yet again preparation & organization from the lead up to the day was second to none, fantastic crowd & great atmosphere, thank you for a successful day”

**Deanna Sanfilippo –Just Invites**

- “Good to see you again yesterday, thanks for the great expo and plenty of people through the doors, I thought the whole thing was excellent.”

**Dale -DC Images**

- Deborah, thank you for again organising such a successful, stress free expo. I thought the attendance was great, I barely stopped talking all day.

**Jennifer Warren**

- Just wanted to drop you a line and thank you very much for putting together such a fantastic expo!!! Just thought it was very professional and well advertised etc and it was a pleasure to be apart of such a great group of both clients and exhibitors.

**Fiona Dacombe, Marriage Celebrant**

