



THE  
OTTAWA  
*Wedding  
Show*  
SINCE  
2004

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**OCT 27 & 28**

Sat: 11am-5pm

Sun: 11am - 4 pm

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**EY CENTRE**

4899 Uplands Dr.

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

 [/ottawaweddingshow](https://www.facebook.com/ottawaweddingshow)

 [/ottweddingshow](https://twitter.com/ottweddingshow)

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Be a part of Ottawa's premier  
wedding industry event

# Inspire Your Target Audience!


With more than 6,000 weddings in eastern Ontario every year, The Ottawa Wedding Show is your opportunity to get up close and personal with your core market – brides, grooms, bridesmaids, and mothers-of-the-bride over a two-day period.

The Ottawa Wedding Show is Ottawa's premier wedding industry event. Couples from across the Ottawa-Gatineau area come to the show looking for inspiration and experts that can assist in planning their special day. Take advantage of this extremely motivated audience who are looking for your expertise.

The Ottawa Wedding Show is presented once in the Spring and once in the Fall each year. Join a wide range of Ottawa's leading wedding professionals. Get creative and participate in our incredible feature areas, presentations, tastings, and samples.



# Why Choose The Ottawa Wedding Show?



We know there are many opportunities for you to promote your business. At Caneast Shows, our goal is to produce an event that provides you with a higher return on investment.

For this reason, The Ottawa Wedding Show is built with our exhibitors and attendees in mind. We ensure a dynamic show that focusses on stimulating the five senses. Attendees can touch the luxurious fabrics, smell the bouquet of floral displays, taste the many treats offered, and see the beauty of the dresses and décor.

The Ottawa Wedding Show format is designed to keep the attendees on the floor, ultimately providing you more time to interact and foster leads. We've chosen to stay away from the typical big production fashion show that can pull focus away from the vendors. Instead we have several presentation areas strategically located throughout the show floor that showcase the fashion, as well as many of the components of a wedding: floral, decor, culinary, entertainment, photo, and video.

The Ottawa Wedding Show is one of the few shows with a paid attendance. This ensures our attendees are seriously interested in shopping for services and not just browsing.

All of these initiatives ensure that the focus is on you and your business.



# Why Exhibit?

- **Boost your sales.** With thousands of visitors at each show looking for products and services just like yours.
- Nothing replaces the **power of face-to-face** contact where visitors can see, touch, feel, taste, smell, try on, and try out your products or services.
- **Get noticed by the media.** The Ottawa Wedding Show invests in a multi-platform public relations campaign. Your product or service may be featured in the news at no additional cost to your company.
- **Gain valuable advertising exposure.** Exhibitors benefit from a fully integrated marketing program valued at more than \$50,000, incorporating radio, print, and online advertising.
- **Grow your social media presence.** The Ottawa Wedding Show has a dedicated team of social media experts working to grow our page and promote our exhibitors and features. By participating in our social media, you are exposed to more than 6,000 followers interested in the industry offerings.
- **Be a part of something a little different.** Focused on providing an elegant and interactive experience, The Ottawa Wedding Show is looking for companies like yours to provide couples with access to all they need to make their day special. In addition, show staff will work with you to ensure you get the most from your investment. Take part in any, or all, of our free promotional opportunities, sales information, and exhibitor-focused webinars.
- **Connect with other exhibitors.** In addition to meeting couples, there is a valuable opportunity to network with your peers in the wedding industry. This can lead to these other exhibitors recommending you and your business to couples they are working with or you may end up being a suggested or official supplier with another exhibitor.

# Exhibitor Benefits

- Face-to-face contact with well-defined visitors to the show.
- Exposure through a \$50,000+ multi-media advertising and PR campaign.
- 10 guest passes for distribution to important prospects. Additional passes available at discount rates.
- Your name, phone number, website, and booth number in our on-site show guide.
- An online listing on our website posted one month prior to the show date. Listing stays visible for a minimum of 4 months.
- Five (400 sq.ft. space or less) to ten (401+ sq.ft. space) full show employee badges.
- 8' draped exhibit back walls, 3' side walls for your exhibit and carpeted aisles.
- Dolly service and limited storage for crates and boxes.
- Varied show features and decor throughout the hall.
- A friendly, professional, and experienced show management team.

**Important Note:** The following are not included with your space.  
Let us know if you need help making arrangements.

- Floor covering for your booth space (mandatory)
- Electrical and lighting
- Liability Insurance (mandatory for businesses)
- Staff Parking



# Wedding Statistics

Weddingbells' Annual Reader Survey, which gets inside the minds of engaged women getting ready to walk down the aisle, is Canada's preeminent bridal industry survey. The results of this nationwide questionnaire disclose important industry trends and insights into the spending habits of Canadian couples who are planning a wedding.

## Highlights from this year's survey include:

- It was estimated there would be 160,324 weddings in Canada during 2015.
- The average age of Canadian brides is 30.
- December remains the most popular time to get engaged with 20% of men popping the question that month.
- 67% of weddings will occur between June and September. The most popular month to marry is in August, with 23% of weddings taking place that month.
- One in four weddings that occur between November and April will be destination weddings. Overall, 14% of Canadian weddings will take place abroad.
- The expected cost of a 2015 wedding in Canada (including the honeymoon) was \$30,717.
- 75% of brides agree that they are likely to spend more than anticipated on their wedding.
- The average number of wedding guests is 129.
- 89% of brides had input on how much their wedding ring cost.
- More than one in four women had chosen their engagement ring before becoming engaged.
- 90% of brides said they had logged into a social network in the past 30 days and 83% of brides said that "social media plays an important role in the planning of my wedding."

More information can be found on the Wedding Bells website at <http://www.weddingbells.ca/planning/wedding-trends-in-canada-2015/>

# Show Demographics

## Attendee Age:

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Under 25 – 15%  
25 to 35 – 70%  
35 to 50 – 10%  
51 and over – 5%

## Attendee Location:

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West Ottawa – 28%  
Central Ottawa – 13%  
East Ottawa – 24%  
South Ottawa – 12%  
Outside of Ottawa – 15%  
Gatineau Region – 9%

## Wedding Budget:

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Under \$10,000 – 45%  
\$10,000 to \$25,000 – 36%  
\$25,000 to \$50,000 – 15%  
Over \$50,000 – 4%

## Wedding Dates:

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In the next 12 months – 40%  
More than 12 months away – 60%

## Role in the wedding:

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Bride – 70%  
Bridesmaid – 19%  
Groom – 7%  
Mother of the Bride/Groom – 4%

## Time Spent at Show:

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Between 1 and 2 hours – 43%  
Between 2 to 3 hours – 24%  
More than 3 Hours – 22%

## Attendee Satisfaction

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*90% rate the overall show as very good to excellent!*

*95% were satisfied with the diversity of products and services at the show.*



# Online Presence

The Ottawa Wedding Show website is an evolving online platform with rich content focused on the attendee experience. With more than 30,000 unique visitors annually, and more than 90,000 page views, gain targeted exposure through free promotional opportunities, such as:

- Exhibitor Story Features
- Exhibitor Image Galleries
- Contests & Draws
- Blog Articles

Caneast Shows believes in promoting our exhibitors online as a strategic part of our marketing campaign. Utilizing Facebook, Instagram, and Twitter, show staff will post exhibitor-specific posts and repost/retweet exhibitor messages on the show properties.

## Some Key Stats:



- 4,624 Total Page Likes
- More than 20,000 - Daily Reach
- Reach of more than 109,000 targeted consumers



- 1,636 followers
- More than 2,377 tweets



- 1,771 followers
- Combined online advertising with Top Pages

## Web User Statistics

### Users by Age

25-34 - 45%  
35-44 - 15%  
45-54 - 15%  
18-24 - 13%  
55+ - 12%

### Devices

Mobile - 50%  
Desktop - 40%  
Tablet - 10%

50% of mobile are  
Apple users

**80%**  
**Female**

**20%**  
**Male**

### Top Pages

Tickets  
Show Info  
Exhibitor List  
Looking to Exhibit  
Show Features  
Contests & Draws





# Programming

The Ottawa Wedding Show provides attendees with an elegant mix of feature areas focused on inspiring ideas for the perfect wedding. Each show is a little different, but we have a core group of features that elevate the attendee experience, ensuring our couples are motivated to shop. Our features include:

- Fashion Presentations
- Cake Displays
- Decor Displays
- Floral Displays
- Live Music
- Beauty Features
- Cocktail and Food Samples
- Interactive Experiences

If you would like to participate in any of our feature areas, or have ideas for a feature area that would better suit your product or service, please contact Pat to discuss.

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**Pat O'Donnell**  
**Special Projects Manager**  
Tel: 613.241.7775 Ext. 202  
TF: 1.866.999.0150  
[pat@caneastshows.com](mailto:pat@caneastshows.com)

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# Sponsorships

Want to really stand out to those about to say “I do”? Let’s do more than just a booth!

Become a sponsor and we will help you develop a customized, non-traditional approach to presenting your products and services at the show. Tell us how you want to excite the crowds and we’ll make it happen.

Some ideas:

- **Sponsor one of our feature areas!**  
Gain major exposure in our marketing and at the show.
- **Donate a Grand Prize for our guests!**  
Our Grand Prize gains the attention of all who walk through the doors and receives additional exposure in advance of the show.
- **Sponsor the goodie-filled show bag!**  
Get your brand into every bride’s hands.

To see what we can do for you, contact Ian, our sponsorship specialist, today!

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**Ian Forsyth**  
**Managing Partner**  
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TF: 1.866.999.0510  
*ian@caneastshows.com*

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# Exhibitor Testimonials

So professional and well done! Ian, Dorothy and your crew are amazing and treat us so well. The place always looks spectacular. You've done a spectacular job and each year, it just seems to get better and better.

**- Chris Clapp, Rodan + Fields**

We love The Ottawa Wedding Show! We have already started booking from the show and at a faster rate than previous years. You guys are all so awesome! Super friendly and always willing to help.

**- Stephanie Koning, Stephanie Beach Photography**

We love attending The Ottawa Wedding Show. Ian, Dorothy, and their team do a great job every year!

**- Stephanie De Champlain, The Royal Ottawa Golf Club**

Ian & Dorothy are in a league of their own in the way they manage shows. I've done several shows in different cities over the past 7 years and there isn't one company that combines courteous, professional, and efficient the way Caneast does. And each year the shows just get better. I really can't say enough about their management style. I love doing Caneast shows!

**- Mariah Hilton, mhilton photography**

Such a pleasure to be a part of such an amazing event!

**- Stephanie Stevens, Thirty-One Gifts**

My team and I were pleasantly surprised how much dedicated, professional, and kind the Caneast staff were...Ian and Dorothy are really endearing and understanding, they are just amazing people! They do a stunning and impeccable job, I recommend them to everyone!!

**- Leila & Eric, Tobijah Eden Event**

This was an amazing show to be a part of! As a new business, it was a fantastic opportunity to network and make new friends and contacts in the wedding industry.

**- Karen Saumure, Box of Wishes**

Octave Entertainment has been a part of The Ottawa Wedding Show for 4 years and each year the show seems to get better. Ian, Dorothy and Pat put on a show that is worth spending money on. So much so, that I have reallocated many of my wedding show finances to this show over many others because it has been so successful for me. I look forward every year to going back.

**- Bob Taunton, Octave Entertainment**

As a first time exhibitor, the team at Caneast made the process of exhibiting at The Ottawa Wedding Show absolutely seamless. From sign up to exhibit to move out, all my questions and requests were promptly responded to. Another benefit from the show that I wasn't anticipating was the networking opportunities. Having the chance to meet such high-quality vendors in the Ottawa wedding industry was fantastic in helping me grow my business.

**- Tammy Kelly, MY sweet shoppe**

We have been attending The Ottawa Wedding Show for several years. We found Spring 2018 to be a great success in attendance. Great experience as usual, Ian and team.

**- Susanna de Beer, Fiesta Ottawa/ Big Top Tent**

The show was very well attended with a great flow and we got lots of leads.

**- Diane Mongrain, Canadian Museum of Nature**

Keeps getting better and better! The Ottawa Wedding Show has become a key component in our overall marketing strategy. The show is dynamic, engaging, and frankly it's a lot of fun to be a part of. You guys rock!

**- Mark Cooper, Mark Cooper Photography**



# Booking Information

## Exhibitor Booth Rates

Exhibit Space	By July 20	By Sept. 7	After Sept. 7
5' wide x 5' deep	\$ 385	\$ 405	\$ 426
10' wide x 5' deep	\$ 722	\$ 762	\$ 801
20' wide x 5' deep	\$1,335	\$1,405	\$1,480
10' wide x 8' deep	\$1,155	\$1,219	\$1,282
10' wide x 10' deep	\$1,302	\$1,371	\$1,444
15' wide x 10' deep	\$1,953	\$2,058	\$2,165
20' wide x 10' deep	\$2,405	\$2,535	\$2,667
30' wide x 10' deep	\$3,612	\$3,802	\$4,000
40' wide x 10' deep	\$4,357	\$4,590	\$4,830
20' wide x 20' deep	\$4,357	\$4,590	\$4,830
30' wide x 20' deep	\$6,542	\$6,885	\$7,245

\*Corner premium add \$50 for 5' and 8' depths and \$100 for larger sizes.

## Reserve your space now!

Don't miss this amazing opportunity to gain access to an audience of brides looking for your products or services.

Visit [ottawaweddingshow.com/looking-to-exhibit](http://ottawaweddingshow.com/looking-to-exhibit) or contact Ian.

**Ian Forsyth**  
**Managing Partner**  
Tel: 613.241.7775 Ext. 203  
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[ian@caneastshows.com](mailto:ian@caneastshows.com)

View the floor plan

Reserve your booth online