



Elegant Wedding Shows

www.elegantweddingshows.co.nz
sandy@elegantweddingshows.co.nz

p: 03 453 5922 m: 021 882 120
PO BOX 5817, DUNEDIN

Last Wednesday night 7th September we held a get together at The Port Otago Lounge to launch our 2012 Dunedin Wedding Show planned for Sunday, 15th April 2012 -10.30am to 3pm at the Lions Foundation Arena. We were pleased to announce a number of changes and proposals for 2012 and beyond.

A NEW NAME

The Dunedin wedding show will now be named "Otago Wedding Show" due to the Central Otago show no longer taking place. From information gathered last year, it was clear a large number of visitors came from outside Dunedin, in particular Milton, Balclutha, Gore and Invercargill. In the Central Otago area, we had a strong presence from Alexandra, Lawrence and Cromwell.

SPONSORS

This year we are offering the opportunity for businesses to become a sponsor of the show. To date, it gives me great pleasure to introduce the following sponsors:

- D-Scene
- More FM
- Rydges Hotel from Queenstown
- Southern Cross Hotel From Dunedin
- Arrangements Hiring Specialist from Mosgiel

You still have the chance to become a sponsor. Please let me know as soon as possible if you wish to take up this opportunity. I will continue to work on attracting new business to the show including offering the opportunity to be a sponsor.

PLANS FOR THE SHOW

Floor Plan

Changes have been made to create better flow so that brides, grooms and their families pass by every exhibitor's stand.

Themed corners

Another idea being introduced to the Dunedin show are themed table setting displays positioned in each corner. Feedback from exhibitors indicated that those in corner sites felt they were missed. As a result, we trialed the idea of themed table settings at our Invercargill Show in May. You can view images in the photo gallery of Elegant Wedding Shows Facebook page. These photos will also be posted on the website.

If you are a florist, table top designer, wedding hire company, wedding stationer or venue, you have an opportunity to create more of a presence. Round tables will also be on offer again. Please let me know if you would like to take advantage of this opportunity.

Seminars

Scheduled between 12.45 and 2pm in time slots of 10 minutes each, these seminars are open to any business desiring greater exposure through speaking to groups about their product or service. Each seminar will be introduced by our More FM sponsor who will be with us during the catwalk events and seminars. The seminars have a designated area on the floor plan and will start immediately after the first runway show. Anyone who would like to take part, please let me know.

Catwalk

There will be two runway shows at 12 and 2pm. I would like to consult with related businesses to improve this part of the show. I invite those in the areas of wedding fashion, hair and make-up, flowers, mother of the bride/groom, menswear, jewelry and style to indicate their interest so a meeting can be arranged. Please let me know any thoughts and ideas you might have that will contribute to the wow factor we wish to achieve. My aim is to work together to make this an outstanding feature of the day (within the constraints of budget)!!!

BOOKING YOUR SITE

When you have chosen your preferred site, please contact me immediately to check availability. Payment must then be received within 3 days to confirm your site. If payment is not received, the site will be made available for the next business enquiry. Some sites will be in greater demand than others. On booking, I can send you an invoice immediately. Many sites were booked during our launch on 7th September and these are marked with an x. Elegant Wedding Shows now accepts payment by credit card – see details on the attached form.

REFERRAL BONUS

If you know of a business who has never exhibited with Elegant Wedding Shows before and you feel they could benefit from taking part, please pass on their details to us. If they come on board with payment, you will receive a \$50.00 credit off your site fee per business referred.

BOOKLET

We are extending the scope of the booklet, received by all visitors to the show as they come through the door, to include exhibitor advertising. An information sheet is enclosed in this information pack. Please advise if you wish to book advertising space.

Thank you for your time and business with Elegant Wedding Shows. If you have any questions at all please ring or email. I am only too happy to help and work with you to make this Wedding Show a success for all involved.

Kind Regards,

Sandy Jefferies

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