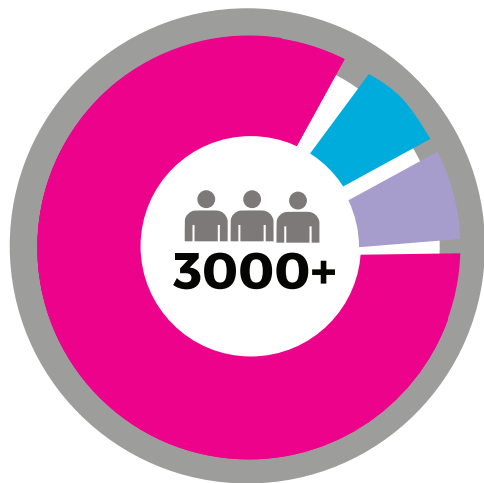


● Overall ● Brides/Grooms
● Mothers ● Friends and Family



3,000+ TOTAL ATTENDEES
715 BRIDES/COUPLES
84% BRIDES
7% MOTHERS
6% FRIENDS/FAMILY

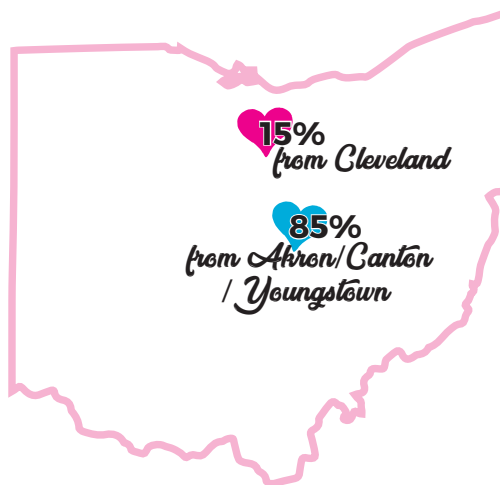
55%
HAVING A 2019 WEDDING

35%
HAVING A 2020 WEDDING

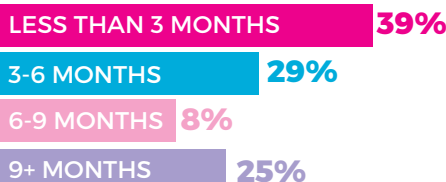
10%
LATER OR UNDECIDED



35% 25-30 YEARS OLD
29% 18-24 YEARS OLD
14% 30-35 YEARS OLD



BEEN ENGAGED



Bride Quotes

What was your favorite part of the show?

“ Just to get in the bridal spirit! I really enjoyed talking with vendors and finding out the norms. – John S. Knight Attendee ”

“ Being able to speak in person with the vendors and get more information than via email or website. – John S. Knight Attendee ”

“ I found my florist, and got some good deals on wedding items! and also seeing inspiration for my own wedding. – John S. Knight Attendee ”

145
VENDORS

37%
SCHEDULED APPOINTMENTS AT THE SHOW

40%
SCHEDULED APPOINTMENTS SINCE THE SHOW

13%
MADE SALES/ SIGNED CONTRACTS AT THE SHOW

I liked that we were able to interact with brides and see what their needs were.

– Abby Mohr
City Barbeque

The number of people that walked through. It was a good amount without being too overwhelming and leaving us unable to speak to interested parties.

– Heather Horne
Thirsty Goose

I appreciate how organized moving in was, and that several Today's Bride staff checked in with us throughout the show.

– Amy Hansel
Beautifully Kept Designs