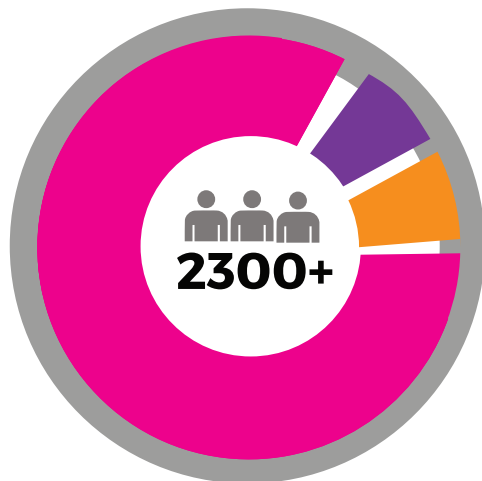


● Overall ● Brides/Grooms
● Mothers ● Friends and Family



2,300+ TOTAL ATTENDEES
663 BRIDES/COUPLES
80% BRIDES
10% MOTHERS
10% FRIENDS/FAMILY

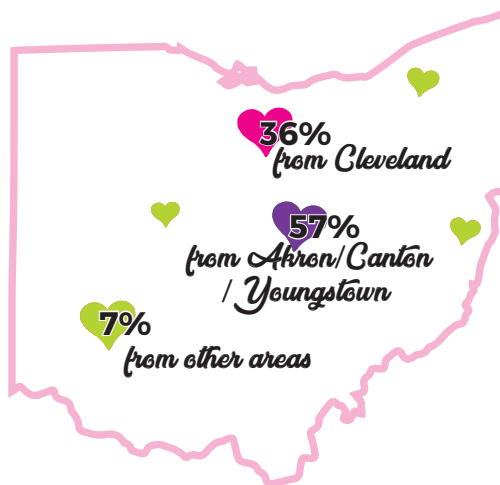
4%
HAVING A 2019 WEDDING

78%
HAVING A 2020 WEDDING

17%
LATER OR UNDECIDED



46% 25-30 YEARS OLD
22% 18-24 YEARS OLD
15% 30-35 YEARS OLD



BEEN ENGAGED



Bride Quotes

What was your favorite part of the show?

“ The upbeat atmosphere and the wide variety of vendors in one place - Brianna S. ”

“ Everyone was very nice. So many vendors. - Amy G. ”

“ There was a lot to do there; definitely made it an all day event! - Julie M. ”

“ The atmosphere. Nice people and lots of welcoming encounters. - Dee M. ”



95
VENDORS

36%
SCHEDULED APPOINTMENTS AT THE SHOW

55%
SCHEDULED APPOINTMENTS SINCE THE SHOW

45%
MADE SALES/ SIGNED CONTRACTS AT THE SHOW

The helpfulness of the entire TB staff is unbeatable!

- Amy Kaylor Buehler's

The Today's bride staff were so helpful I didn't even need to use the hotline. It was fluid and efficient.

- Jenifer Petersen Heartland on Heritage

Organized and comfortable for the exhibitors

- Elena Schwab Elena's Flowers

What I liked best about the show was the amount of brides!

- Lorna Waters Waters Edge Photography