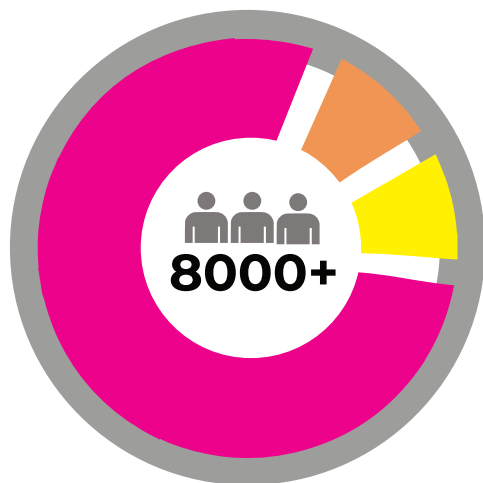


● Overall
 ● Brides/Grooms
 ● Mothers
 ● Friends and Family



**8,000+** TOTAL ATTENDEES  
**2,524** BRIDES/COUPLES  
**72%** BRIDES  
**17%** MOTHERS  
**9%** FRIENDS/FAMILY

**55%**  
HAVING A 2020 WEDDING

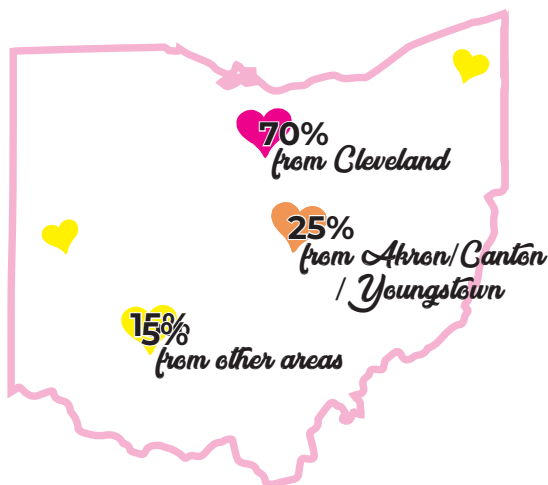
**35%**  
HAVING A 2021 WEDDING

**10%**  
LATER OR UNDECIDED

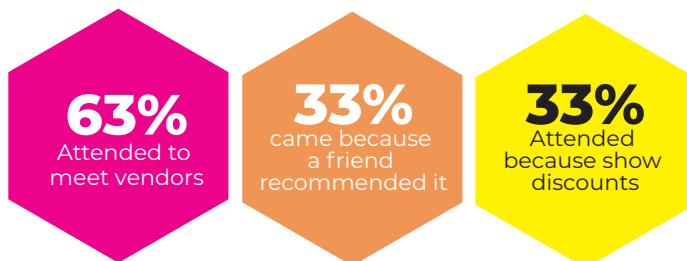
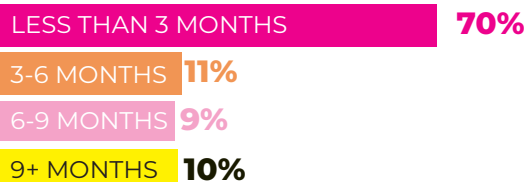


**52%** ATTENDED ON SATURDAY  
**48%** ATTENDED ON SUNDAY

**33%** 25-30 YEARS OLD  
**13%** 18-24 YEARS OLD  
**20%** 30-35 YEARS OLD



### BEEN ENGAGED



## Bride Quotes

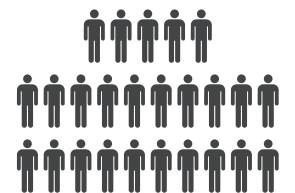
What was your favorite part of the show?

“ The variety of different vendors, and they would write information down so I didn't have to keep doing it. – Jean Q. ”

“ I liked being able to talk to lots of different venues in one area – Erica C. ”

“ Getting the Today's Bride Magazines to take home – Natalie C. ”

“ All the vendors and the fun area. – Courtney B. ”



**250**  
VENDORS

**36%**

MADE SALES/  
SIGNED CONTRACTS  
AT THE SHOW

**32%**

SCHEDULED  
APPOINTMENTS  
AT THE SHOW

**32%**

SCHEDULED  
APPOINTMENTS  
SINCE THE SHOW

The constant flow of great customers! It was organized very well.

– Gregory Johnston  
The Thirsty Filly

Lots of exposure to potential interested clients

– Elena Schwan  
Elena's Flowers

I liked how all of the Vendors and People were great to talk to and everyone was there to help others as needed. My rep came around and checked on how things were going the whole weekend and that was great.

– I-X Exhibitor