



MARKETING OPPORTUNITIES

MARKETING CAMPAIGN

New York International Bridal Week is marketed via an aggressive attendee communications effort combining advertising, online marketing, direct mail, public relations, and partnership marketing.

- “Save the Date” Postcards
- Show Brochures
- Show website with exhibitor directory
- E-blast campaign
- Show banners/signage
- Public relations efforts focused on multi-media coverage including all important print and online outlets
- Social media outreach including Facebook and blogs

MARKETING & SPONSORSHIP OPPORTUNITIES

We have developed New York International Bridal Week with your success in mind, and we believe it is through this partnership that we will produce an outstanding best-in-class Market in one of the world's greatest cities. As New York International Bridal Week quickly approaches, we encourage you to take advantage of available resources to elevate awareness of your participation in the Show.

- **Extensive Direct Mail Campaign** – Targeting Department and Specialty stores, New York International Bridal Week mails over 30,000 mail pieces per show. These print pieces include important information about dates, travel, special events and deadline dates.
- **Exhibitor Website Link** – Drive traffic to your website by linking your company’s website to the New York International Bridal Week website.
- **New York International Bridal Week Website** – Our website, newyorkbridal.com, is a very important tool for Buyers and Exhibitors. With information on hotels, dates, line listings, special events and much more, our website is the go-to place for any questions about Market.
- **Web Banners** – Connect your buyers to the show by placing web banners on your websites and e-communications.
- **Bridal Showcase** – Highlight your gowns in a prominent display on the show floor. See Bridal Showcase Form for details.
- **Accessory Display Cases** – Accessory exhibitors have the opportunity to show merchandise in a display case that is set up throughout the entire market. See Accessory Display Case Form for details

