

## NOUVEAU EVENT PLANNING: THE WEDDING EXTRAVAGANZA

*Rocky Campana wrote this case under the supervision of Neil Bendle solely to provide material for class discussion. The authors do not intend to illustrate either effective or ineffective handling of a managerial situation. The authors may have disguised certain names and other identifying information to protect confidentiality.*

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It was May 2011 and the owner of Nouveau Event Planning, Nancy Campana, was sitting at her desk contemplating the next steps in arranging her most successful public exhibition, the Wedding Extravaganza. Over the next year her main focus would be the show's competitive strategy and opportunity for growth. The Wedding Extravaganza, located in Windsor, was the largest wedding show<sup>1</sup> in southwestern Ontario, but now this status was being challenged by a competitor, the Wedding Odyssey.

Competition had never been a concern for Campana previously, so this was something very new. The Wedding Odyssey was using a very aggressive marketing campaign to try to increase attendance at its show, as well as significantly lowering booth prices to obtain more exhibitors. A further problem was that the Wedding Extravaganza was at capacity. Campana had a long waiting list of businesses that wanted to join, but due to space issues at the exhibition hall, she could not accommodate these needs. These businesses seemed very likely to defect to her competition.

Campana had three main concerns when it came to her competitive strategy. She needed (1) to make sure her current exhibitors stayed with her show, (2) to ensure that her marketing increased attendance and (3) to figure out how to expand to accommodate demand. Campana had some big decisions to make for the 2012 Wedding Extravaganza and onwards. She wanted to make sure her 25th Anniversary was the biggest and most successful show yet, regardless of the new competition.

### WEDDING INDUSTRY AND WEDDING SHOW INDUSTRY

In Canada approximately 140,000 marriages happen every year compared to approximately 2.5 million in the United States.<sup>2</sup> These numbers have been on a slow decline as more couples choose to live together

<sup>1</sup> A wedding show, also known as a wedding expo or bridal show, was an exhibition-style event where exhibitors displayed their services to individuals planning on marrying.

<sup>2</sup> Krystal Wynn, *Weddings by the Numbers*, <http://www.bridepop.com/everything-else/weddings-by-the-numbers-infograph/>, accessed October 7, 2011.

without a formal ceremony. Despite this, the Canadian wedding industry remains sizable, valued at \$4 billion dollars.<sup>3</sup> The industry is composed of many business enterprises including florists, printers, photographers, transportation drivers, musicians, decorators and planners. The value also includes the amount spent by guests for gifts from the wedding registry and major purchases connected to the marriage. The average cost for all these services totaled an average of \$20,129 in 2010. This cost was expected to have increased in 2011 to \$23,330<sup>4</sup> (Exhibit 1 shows the expected breakdown of costs for a typical wedding in Canada during 2011).

Windsor and Essex County had a population of approximately 615,000 in 2010. Couples were the main demographic interested in attending wedding shows based in the city, whose wedding industry was slightly different than in the rest of Canada. Windsor's Marriage Licence Bureau has shown a greater than average decline in the number of marriage certificates issued over the last five years. This was mainly due to the poor economy in the city and the overall recession in Canada, which meant that brides and grooms were postponing their wedding date or had moved out of Windsor completely. Exhibit 2 shows the number of marriage licences issued by the City of Windsor.

Currently, there was no "one stop" for affordable wedding services. Those planning a wedding needed to research and find each service individually. Ultimately, wedding shows provided brides a venue in which all the wedding related businesses displayed their services under one roof. In the United States 34 per cent of brides indicated they used a wedding event as a primary source for their entire wedding needs (Exhibit 3) while 80 per cent of brides reported that they had attended a wedding show.<sup>5</sup> Wedding shows produced two main sources of revenue. The main source of revenue for a show producer was from booth sales and exhibitor services. Booth prices ranged from \$500 to \$5,000 depending on the size and location of the booth in the venue. (Such prices also depended upon the show's location; for example, those in Toronto had a far greater booth price than those in smaller cities such as Windsor). Furthermore, exhibitors were charged for extra services such as being show sponsors, advertising in the show's official magazine or having a link on the show's website. The objective of all these services was to provide the businesses with greater exposure to those attending the exhibitions. The other main source of income for wedding show producers was from admission, which again depended mainly on the geographic location of the show and which could range from \$5 to \$25 per person.

An interesting dynamic in the wedding show industry was the need to satisfy both exhibitors and show attendees. This relationship worked symbiotically. In order for exhibitors to return to a show, they had to feel it was a success. This perception of success was driven mainly by the number of brides that attended the show and from this how many bookings or leads the exhibitors received from the show. The other components exhibitors looked for were professional management of the show and its reputation in the community. The wedding show producers generally considered the number of brides or decision-makers<sup>6</sup> that attended the show the most important metric of success, with total attendance being the second most important. The wedding show producers were well aware that without brides no exhibitor would pay to attend.

Getting brides through the door was very important. This ensured that making brides aware of the show times and dates was critical. This was done through several methods including radio and newspaper advertising and advertising at exhibitors' stores. Further efforts included offering coupons giving a reduced

<sup>3</sup> Statistics Canada: *Marriages, 2006* 84F0212XPB.

<sup>4</sup> "Wedding Trends in Canada" *Wedding Bells Magazine*, <http://www.weddingbells.ca/results>, accessed May 20, 2011

<sup>5</sup> *Trend Talk on Bridal Shows, October 24, 2010*, <http://www.theweddingreport.com>, accessed March 28, 2011

<sup>6</sup> *Brides were most commonly the primary decision-maker when planning a wedding, but other decision-makers included males in a partnership, grooms and family members if the bride was out of town.*

admission price and email registration online. The features of the show were publicized to attract many brides to attend. Some of these features were prizes (e.g., a honeymoon), fashion shows,<sup>7</sup> and giveaways such as wedding magazines. Finally, the variety and number of exhibitors was often highlighted to emphasize how important the show was for attendees. Brides and decision-makers found it ideal to be able to find all their wedding needs at the show they attended, as well as able to experience unique options for their wedding.

## **NOUVEAU EVENT PLANNING**

Nancy Campana started Nouveau Event Planning (Nouveau) in 1987 when she noticed a need for corporate event planning and consumer trade shows in the Windsor and Essex County region. Campana was a graduate of the Fashion Merchandising program at Fanshawe College in London, Ontario and had returned to her hometown in Windsor to be with her partner. Her first company was called Fashion Strategies. While trying to expand that business, she looked for a wedding expo in Windsor and noticed there was none available. This prompted her to start the Wedding Extravaganza. She also got involved in planning events for companies that needed their grand openings, company parties or corporate events organized.

Campana incorporated this event planning business and expanded the breadth of services she offered. She was the sole owner and operator of Nouveau, which was now the largest and longest established event planning business in Windsor. She contracted staff on an “at need” basis and hired part-time workers for her events. Nouveau offered corporate event planning and logistics planning for some of the largest organizations in Windsor including Caesars Windsor (part of the Caesars Entertainment group bringing in yearly revenues of 8.9 billion), Ivanhoe Cambridge (one of the largest property management firm owning more than 100 shopping centers across 4 continents) and CAW Local 444 (representing more than 4500 auto workers as well other many other local employers). Nouveau quickly expanded into organizing consumer exhibitions, such as a boat show and kids’ show. The most important consumer events the company produced were the Wedding Extravaganza and the Fall Wedding Event. The Fall Wedding Event was also a wedding expo but on a much smaller scale than the Wedding Extravaganza. The smaller show, which ran only on Wednesday and Thursday nights, occupied just one floor of an exhibition hall and housed just over 100 exhibitors. It featured a very informal fashion show in the main hall as well as five mini reception halls decorated by several exhibitors. While the Fall Wedding Event clearly did not offer the full range of services that the Wedding Extravaganza offered many customers seemed to like its smaller, quainter feel. The event also gave brides who were engaged after January the opportunity to start planning their wedding in the fall.

## **THE WEDDING EXTRAVAGANZA**

Nouveau’s main source of income was the Wedding Extravaganza. The largest wedding show in southwestern Ontario, it made 60 per cent of the company’s profits. The show started in 1988 with 50 exhibitors in one room, and by 2011 it had over 200 exhibitors spanning more than seven rooms and generated profits in excess of \$95,000. More than 2,000 people attended it each year, including 745 brides in 2009 and 645 brides in 2010. The rest were parents, grooms, people in the bridal party and friends.

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<sup>7</sup> A fashion show was produced and paid for by the show producer. It featured gowns, dresses, suits and flowers from different vendors in the show.

The Wedding Extravaganza was held on the Saturday and Sunday of the third weekend in January. It ran from 10 a.m. to 5 p.m. daily and was located at the Caboto Club of Windsor. Unlike many other cities, Windsor did not have a formal trade show facility, and the Caboto Club (the largest Italian club in southwestern Ontario) was the largest location to host the event. The club was also very central and easily accessible for anyone living in Windsor or surrounding counties. Admission for attendees was \$8 per person in 2011. (Admission had slowly increased over the last five years from \$5.) Due to the large expansion over the past 24 years, the show now used seven different rooms. Five rooms housed the 200 exhibitors, one room hosted the fashion show and one room featured entertainment for the grooms-to-be. The size of the event relative to the venue meant that not all the exhibitors were on the same level of the exhibition hall (see Exhibit 5 for the exhibition's floor plan).

Initially a significant amount of Campana's time was spent selling the show to exhibitors (see Exhibit 6 for the floor plan and pricing of the show). Fortunately, after gaining a positive reputation with businesses in Windsor, the show began to sell itself. Exhibitors had the option at the end of the show to reserve their spot from the current year or apply to be moved to a different location in the hall. More than half the exhibitors in the show reserved a space for the next year's show with a deposit given on the spot. If an exhibitor did not do this, the location could be taken by another business. Campana thought that it was very important to have a balanced mix of all the services provided in the wedding show industry. Therefore, there were some services that had a waiting list to get into the show. For example, the show was at capacity for the number of photographers, and there was a waiting list of more than 10 photographers wanting a booth. For some businesses, then, it was very important to make the decision to reserve a spot in the show immediately. Furthermore, given the floor plan some exhibitors sought "prime" booth locations. Though Campana worked diligently to ensure that brides made it through the entire show, many believed the best booths were on the main level. Thus, exhibitors were often competing for different spots in the exhibition hall.

Campana also offered many different services to exhibitors to try to increase their exposure to brides. A phone guide was given to every bride that attended the show, and exhibitors could choose to pay for different size advertisements in this. Furthermore, Campana owned three very successful domain names including [weddingshows.com](http://weddingshows.com), [weddingshows.ca](http://weddingshows.ca) and [bridalshows.ca](http://bridalshows.ca); exhibitors could link to those sites for a small fee. The show featured two fashion shows daily in which exhibitors could feature their products free of charge. Exhibitors had the option to donate prizes for brides to win.

Campana used a few different advertising methods to try to increase the number of people attending the show. The Wedding Extravaganza was advertised extensively in the *Windsor Star* and on various radio stations that covered different audiences. These promotions started 2 1/2 weeks before the show and were used heavily 1 1/2 weeks before the show. Postcards that also acted as a \$2 dollar discount coupon for the show were placed in every exhibitor's store. Additionally, each bride registered at the Fall Wedding Event or a previous Wedding Extravaganza show was mailed a postcard and emailed information about the next shows until their wedding date.<sup>8</sup> Finally, over the last few years Campana used Facebook, Twitter and YouTube to keep in touch with brides and showcase the different exhibitors and specials at the show.

Campana knew that not only was it important to get brides in the door but also to ensure they felt that their experience was worthwhile. It was not uncommon for brides to bring bridesmaids who were also likely to get married in the next few years. In order to ensure the best experience for them, Campana had added many features over the years. The fashion show she produced included a live band, more than 15 scenes of clothing and live dancing. Prizes were featured, including a grand prize of a honeymoon and more than 12 other major prizes offered by a variety of exhibitors. Furthermore, Jamieson Vitamins and *Wedding Bells*

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<sup>8</sup> Brides often attended the show up to three years before their wedding date.

*Magazine* were sponsors, and each bride left with a copy of the latest issue of the magazine and a bottle of Vitamin C (a combined value of \$20). The show also offered free valet parking and a “Chatham aisle” dedicated to businesses from the nearby Chatham region. Finally, there was a “Groom’s Room” offering free food, entertainment, casino games and prizes donated by beer companies.

Since the show’s inception, the Wedding Extravaganza was known as a premier exhibition for all wedding needs. Over the years Campana had built excellent relationships with exhibitors, and many of the companies in the show had been involved for over 20 years. Furthermore, exhibitors were often very happy with their results from the show. One exhibitor explained:

I purchased a booth in one of the downstairs locations at the Wedding Extravaganza. Though the booth cost my company \$600, I paid that off with two bookings immediately after the show. Furthermore, any other form of marketing could not meet the excellent exposure I got from the show.

Those getting married had come to know the show as an excellent opportunity to plan their wedding. The Wedding Extravaganza had a strong position serving the brides of Windsor and Essex county.

## **THE WEDDING ODYSSEY**

The Wedding Odyssey started in 2001 when two former exhibitors from the Wedding Extravaganza decided they could produce a better show. These exhibitors adopted an aggressive marketing strategy to establish themselves in the market. One of their first decisions was to schedule the show the week immediately before the Wedding Extravaganza: on the Saturday and Sunday of the second week of January from 10 a.m. to 5 p.m. For the nine years it had been operating, the Wedding Odyssey was located at Windsor’s Ciociaro Club, which was located on the city’s outskirts, closer to the main highway into town and more accessible to some of Windsor’s surrounding communities. This location thus tended to attract more brides from the Essex County region. Additionally, the venue allowed the exhibitors to be on a single floor, and the show producers advertised their show being “all on one floor, and less confusing.” Admission prices were usually the same for both shows.

The Wedding Odyssey had no relationship with the Wedding Extravaganza, and the rival shows competed for a similar pool of brides and exhibitors. Indeed, there were some years where representatives of the Wedding Odyssey would attend the Wedding Extravaganza to try to recruit exhibitors.

The show’s producers used a very aggressive strategy to try to obtain both exhibitors and attendees. They published a set of prices similar to the Wedding Extravaganza (Exhibit 7), but in order to get exhibitors in the show, they gave deep discounts on their booths. Campana heard rumours that sometimes booths were given away for free to increase the number of exhibitors.

In its first eight years, the Wedding Odyssey struggled to compete with the Wedding Extravaganza. Campana heard from exhibitors that they viewed the Wedding Odyssey as a poor quality production and from brides that they were not impressed with the selection of exhibitors at the Odyssey. The Wedding Odyssey thus proved little threat to the Wedding Extravaganza. Indeed, by contrast, the presence of the Wedding Odyssey helped highlight just how prestigious and well-organized the Wedding Extravaganza was. But this changed as the Wedding Odyssey’s two owners argued. In 2009 one of them left the company, and the other radically altered the way it did business. The show’s advertising and website became very appealing, and the management became more professional. Furthermore, the Wedding

Odyssey started to use large billboards to promote its show. Its advertising was now brought up to par with that of the Wedding Extravaganza.

Campana felt that the advertising used by the Wedding Odyssey tried to confuse brides into thinking that it was actually the Wedding Extravaganza. By using phrases such as “one of the largest wedding shows in Windsor and Essex County,” “Windsor’s Best Wedding Show” and “one of the longest running trade shows south of Toronto,” brides often thought they were going to the Wedding Extravaganza. One bride noted:

I went to the Wedding Odyssey thinking it was the one my sister went to 10 years ago. I didn’t realize there were two shows. I saw an advertisement for the Odyssey and just assumed that was it. I then saw advertisements the week before the Wedding Extravaganza and realized that I had gone to a different show.

Adding to the confusion, the Wedding Odyssey tried offering the same features as the Wedding Extravaganza. It gave *Today’s Bride* magazine to every bride (this was *Wedding Bell’s* competition in the magazine industry), had a fashion show at the same times as the Wedding Extravaganza, offered similar prize packages, charged the same admission, offered \$2 discount postcards (Exhibit 7) and used the same process to register brides. Indeed, the Wedding Odyssey appeared happy to imitate the Wedding Extravaganza’s strategies. Campana would come up with unique new concepts, and the other show would have it by the next year. For example, in 2009 the Wedding Extravaganza featured the “Groom’s Room” where the groom-to-be could go watch a football game, play video games, order drinks at the bar and enjoy hors d’oeuvre. By 2010 the Odyssey had that same feature.

From its shaky inception in 2001, the Wedding Odyssey was doing far better by 2011. Since adopting its new management, the show was becoming a worrisome competitor for the Wedding Extravaganza. The number of brides and exhibitors attending the Wedding Odyssey was increasing, and the show offered almost exactly the same features as the Wedding Extravaganza. Campana felt that she still offered a superior show, but exhibitors seemed happy to attend the Wedding Odyssey to gain exposure with the brides.

## **OTHER COMPETITION**

Campana was also concerned about other competition that had cropped up over the years and that she believed had been cutting down on the number of brides attending her shows. With its increasing popularity over the last 10 years, many brides were consulting the Internet to research vendors. Websites such as [everythingwedding.ca](http://everythingwedding.ca) provided brides with vendor information, pictures of weddings, information for do-it-yourself brides and wedding planning tips. These sites were gaining in popularity for brides looking for ways to research their wedding. Another company called Bridal Confidential ([bridalconfidential.com](http://bridalconfidential.com)) provided a magazine and website featuring local vendors and wedding information.

In addition, A Perfect Day Planners ([www.aperfectdayplanners.com/](http://www.aperfectdayplanners.com/)) provided four-hour seminars on how to plan and create a wedding. These seminars had vendors available on site to consult with brides as well as professional wedding planners. They were positioned as the perfect workshops for do-it-yourself brides and those looking to plan their own weddings.

Finally, small wedding shows at different venues kept cropping up in the city every so often. Though the success of these shows was minimal. Campana felt that the sheer amount of shows Windsor had available might be diluting the significance of the Wedding Extravaganza. Campana even wondered if her own Fall Wedding Event was starting to affect the number attending the Wedding Extravaganza.

## POTENTIAL STRATEGIES

When the Wedding Odyssey first started, Campana was nervous that it could affect her attendance and the number of exhibitors in her show. The first year she made some major changes to her strategy. She doubled her advertising budget and ensured she had exclusivity deals with her major advertisers (radio and newspaper). Both radio and newspaper partners signed a deal with her saying they would not sponsor the other show as long as the Wedding Extravaganza used only their services. Campana also started advertising earlier than in previous years.

Another major change Campana made was purchasing easily recognizable websites like weddingshows.com. Campana knew the word odyssey was difficult for people to remember and spell, and she felt that these new domain names would prompt brides to visit her webpages. Furthermore, she invested a significant amount in overhauling her website and improving the company's graphic design to ensure the Wedding Extravaganza appeared very professional and to help distinguish it from any other show.

Finally, Campana changed her branding strategy. She used the term "The Big One" to reference the Wedding Extravaganza in all advertising. She also coined the phrase "Don't book anything for your wedding until you attend The Big One." It was her hope that by using these two phrases people would be able to identify the Wedding Extravaganza over her competition. Campana's strategy seemed to work, and exhibitors would always remind brides to go to "the Big One."

But Campana knew it was time to make some changes to her strategy. The Wedding Odyssey was getting more attendees each year, increasing both the number of exhibitors and the overall prestige of its show. In the long term this would surely have an impact on her business. There were a few options that she considered viable for the Wedding Extravaganza.

One option was to modify the fashion show. Over the years attendance at the fashion show was decreasing. Fewer and fewer brides were finding it valuable to sit through a one-hour, fully choreographed show. Instead, Campana thought about changing the fashion show room into an exhibition hall with exhibitors, mannequin models displaying dresses and a mini fashion show. This would be like an interactive Wedding Room, and Campana envisioned her exhibitors having interactive displays, food and wine sampling, and performers in this room. This could increase by 10 to 15 the number of exhibitors that could be accommodated. Campana believed this would also improve the traffic flow of the show, as well as offer another unique experience. One thing she did worry about was how some exhibitors might perceive this change. She did not want it to appear that she was cutting the show to decrease costs. As well, many exhibitors loved the exposure they got from a fully choreographed fashion show. Finally, she feared this change would be an easy point for the Wedding Odyssey to attack in their advertising.

Campana also wondered if she could use a fresh mind to generate ideas. She had been doing the show for the last 24 years on her own, and she considered hiring a full-time staff member to oversee the show while she focused on Nouveau's other business. This person would hopefully be able to bring in new ideas and keep the show fresh. Campana knew that the wages for this employee, approximately \$30,000 per year,

would have to be met by increasing revenues. The job description for the new hired individual would include:

- increasing customer retention through quarterly communications,
- increasing revenue by improving advertising on the weddingshows.com website and increasing exhibitor presence on it,
- increasing the profit from a larger show directory, and
- increasing revenue through other fresh and innovative ideas.

An alternative to expanding the show was to change its date. What would happen if she got aggressive and moved her show to the same weekend as the Wedding Odyssey? She knew that out of her competitor's 133 exhibitors, 66 were in both shows. Her customer surveys suggested that most exhibitors would choose her show, reducing Wedding Odyssey to around 70 exhibitors. Furthermore, it would be impractical for the Wedding Odyssey to move their show up another weekend closer to New Years. But Campana was also concerned that the Wedding Odyssey would move to the third weekend if they got wind that she was going head-to-head with them. Campana was also concerned about confusing brides even more than they already were about which show was which.

Campana could look for a new exhibition hall in order to increase the number of exhibitors. Given the waiting list, she knew there was room to expand, but unfortunately there was no larger venue in Windsor. Caesars Windsor (casino and hotel) recently opened a new exhibition hall, consisting of one large room with space for around 200 exhibitors. Perhaps Campana could start a third wedding show in that hall during the same week as the Odyssey. She knew many of the exhibitors liked the exposure they got from both shows regardless of the quality of the Wedding Odyssey. She wondered if it would be a good option to start a new show to go head-to-head with the Wedding Odyssey and try to force it to close by taking its exhibitors.

Another, more extreme option was to sell the show. The wedding industry had changed over the last five years, as well as Windsor's economy. Show attendance had appeared to peak and was on the decline. Furthermore, brides were not booking services at the show the way they used to. Campana thought the Wedding Extravaganza might be at its high point, and she wondered if it was time to sell and increase sales in other areas of her business. She felt that she could probably sell her two shows (Wedding Extravaganza and Fall Wedding Event) and domain names for approximately \$1 million.

## CONCLUSION

Campana had to decide how to maintain and hopefully increase the Wedding Extravaganza's booth sales and attendance. Many questions were in her mind. How should she react for the upcoming 2012 show in the light of the Wedding Odyssey's improved advertising? What changes should she make?

Campana wanted the 25th Anniversary of the Wedding Extravaganza to be the best yet, but what she really wanted to know was how she was going to maintain a long-term competitive strategy against the increasing threat of the Wedding Odyssey.

**Exhibit 1****ANTICIPATED COSTS FOR 2011 WEDDINGS IN CANADA**

Reception Venue – \$9,572  
Bridal Gown – \$1,798  
Wedding Bands – \$2,718  
Photographer – \$2,414  
Videographer – \$1,461  
Stationary – \$390  
Wedding Cake – \$524  
Florist/Decor – \$1,334  
Transportation – \$792  
Music – \$1,264  
Guest Favours/Gifts – \$457  
Honeymoon – \$5,287  
Bridesmaid dress and shoes, about \$606 per bridesmaid

*Source: Wedding Bells Magazine, www.weddingbells.ca/results/, accessed October 7, 2011.*

**Exhibit 2****MARRIAGE LICENCES ISSUED BY THE CITY OF WINDSOR**

2010 (as of September 17, 2010) – 873  
2009 – 772 (note this number was affected by a six-week labour dispute in Windsor)  
2008 – 1,304  
2007 – 1,355

*Source: Susan Fitzsimmons, Supervisor, Record and Election, City of Windsor.*

## Exhibit 3

## PRIMARY SOURCES FOR FINDING WEDDING VENDORS

	2009	2010
Bridal show or event	34%	34%
Family recommendation	55%	50%
Friend recommendation	64%	60%
Internet search engines	63%	61%
Local Internet wedding websites	51%	48%
Local magazines	33%	29%
National Internet wedding websites	35%	29%
National magazines	21%	18%
Phone book	21%	15%
Radio	5%	4%
TV	9%	8%
Other Sources	n/a	5%

Source: <http://theweddingreport.com>, accessed May 20, 2011

## Exhibit 4

## WEDDING EXTRAVAGANZA CONSOLIDATED STATEMENT OF OPERATIONS

	2010	2009
Show Revenues		
Booth/service/website link	\$127,428	123,657
Magazine	22,101,	20,379
Attendance	11,525 <sup>9</sup>	10,950 <sup>10</sup>
<b>TOTAL REVENUE</b>	<b>\$161,054</b>	<b>154,986</b>
<u>Show Expenses</u>		
Printing	\$973	1,047
Magazine production	7,260	8,925
Advertising <sup>11</sup>	15,023	13,867
Rentals	20,859	19,677
Show supplies	892	557
Website costs	665	1,823
Booth services <sup>12</sup>	8,833	8,798
Contract labour	4,329	4,340
Casual labour	2,074	1,715
Show insurance	1,710,	0
<b>TOTAL SHOW EXPENSES</b>	<b>\$62,618</b>	<b>60749.81</b>
<b>TOTAL PROFIT</b>	<b>\$98,435.06</b>	<b>94,236.63</b>

Source: Wedding Extravaganza internal files.

<sup>9</sup> Admission was \$8, with a \$2 discount coupon available.

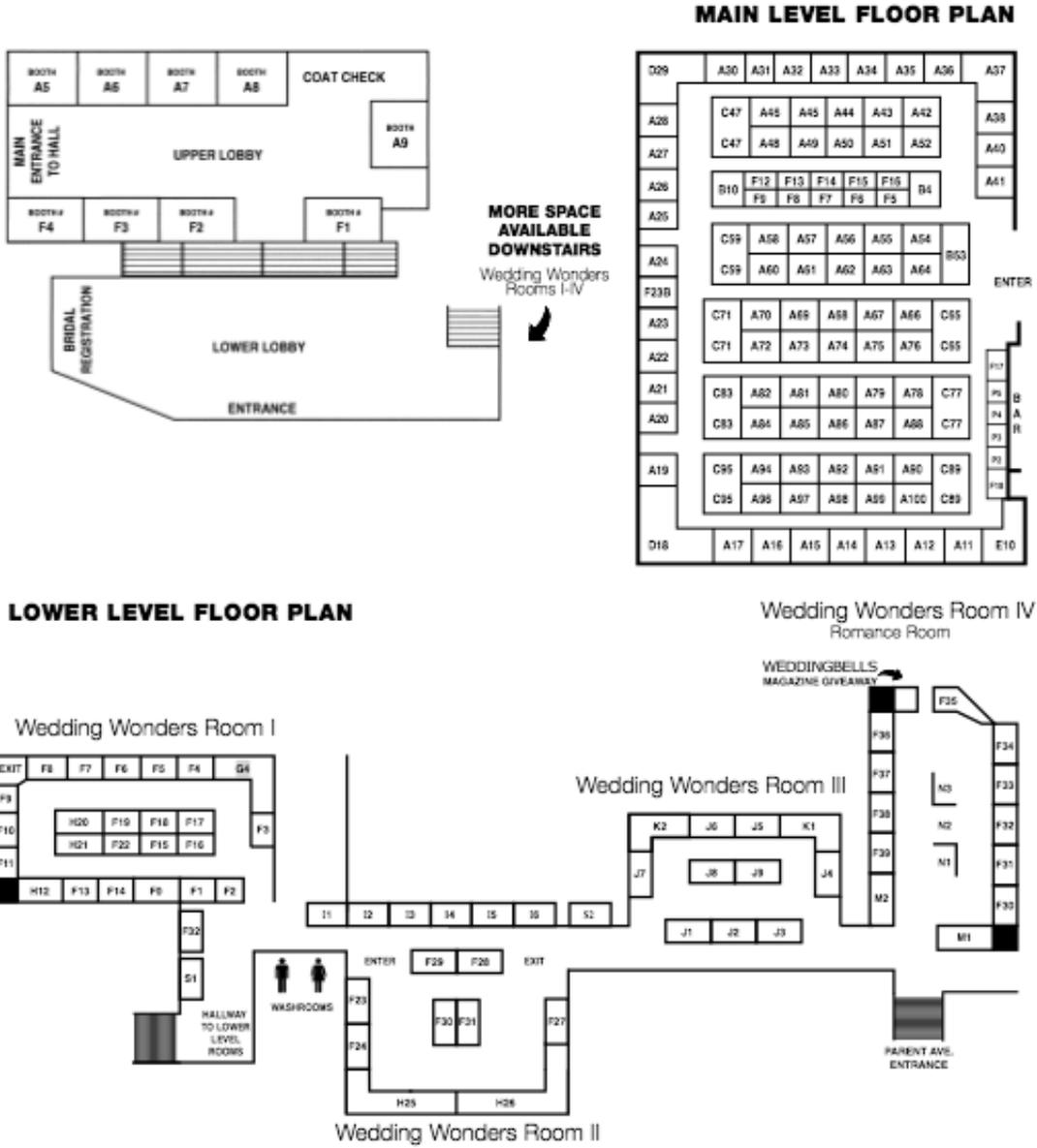
<sup>10</sup> Admission was \$7, with a \$2 discount coupon available.

<sup>11</sup> *The Windsor Star* and AM800 CKLW radio were major show sponsors, doubling the actual value of advertising.

<sup>12</sup> This was the cost for tables, linens and chairs for the booths in the hall.

Exhibit 5

WEDDING EXTRAVAGANZA FLOOR PLAN AND PRICING MODEL



Source: Wedding Extravaganza, www.weddingshows.com, accessed October 7, 2011.

**Exhibit 6**

**WEDDING EXTRAVAGANZA FLOOR PLAN AND PRICING MODEL**

<b>BOOTH RENTALS</b>	A	Booth	10' x 8'	\$700.00
	B	Booth	Smaller End Corner Booth	\$1200.00
	C	Booth	Large End Corner Booth	\$1550.00
	D	Booth	Wraparound Corner Booth	\$1600.00
	E	Booth	Small Wraparound Corner Booth	\$900.00
	F	Booth	10' x 6' - main hall	\$675.00
	F/J	Booth	10' x 6' - lower level/12' x 6' lower level	\$650.00
	G	Booth	Corner Booth - lower level	\$875.00
	H	Booth	17' x 6' - lower level	\$700.00
	I	Booth	10' x 4' - lower level - Tabletop Displays	\$550.00
	K	Booth	Wraparound Corner	\$675.00
	M	Booth	13' x 6' - lower level	\$650.00
	N	Booth	6' x 8' - lower level	\$500.00
	S	Booth	Special Booth - Non Profit	\$300.00
P	Booth	6' x 6' - One time trial booth	\$475.00	
<b>EXHIBITOR SERVICES</b>	1000 Watt Electrical.....	\$40.00	Carpet 10 ft. by 8 ft. ....	\$50.00
	Set of Spotlights .....	\$35.00	Cocktail Tables .....	\$20.00
	Skirted and Covered Table.....	\$35.00	(available in 8', 6', 4' lengths or 48", 60", 72" rounds)	
<b>AD PRICES</b>		Black & White	Full Colour	<i>Ad prices include all set up and typesetting of ad. Special artwork will be quoted on a per job basis. Only those business participating as an exhibitor in the show will be allowed to advertise in this directory; 10% discount on ads will be given if ad is booked upon signing of the booth rental contract and before November 1, 2011. Ad information must be in to our office by November 1, 2011. Final proofs must be approved no later than December 15, 2011.</i>
	1/4 Page	\$275.00	\$400.00	
	1/2 Page	\$425.00	\$550.00	
	Full Page	\$700.00	\$900.00	
	Inside Cover		\$1000.00	
	Outside Cover		\$1100.00	

Source: Wedding Extravaganza website, [www.weddingshows.com](http://www.weddingshows.com), accessed October 7, 2011.

Exhibit 7

WEDDING ODYSSEY FLOOR PLAN AND PRICING

**the wedding odyssey**

January 7th & 8th, 2012

[www.weddingodyssey.ca](http://www.weddingodyssey.ca)

**MAIN HALL**

A - 10x10	\$750
B - 8x10 Corner	\$650
C - 8x10 Inside	\$560
D - 7x10	\$610
E - 10x11 Entrance	\$810
F - 10x20	\$1435
Stage	\$1700
Limo1	\$2400
Limo2	\$1600

**HALLWAY**

G - Corner	\$490
H - 4x10	\$415
I - 4x7	\$360

**SALON F**

J - 4x10	\$475
K - 4x8	\$450
L - Special	\$515
M - 10x10	\$650

**OTHER**

N - Fountain	\$550
P - Special	\$995
NGO -	\$250

**Additional Booth Services**

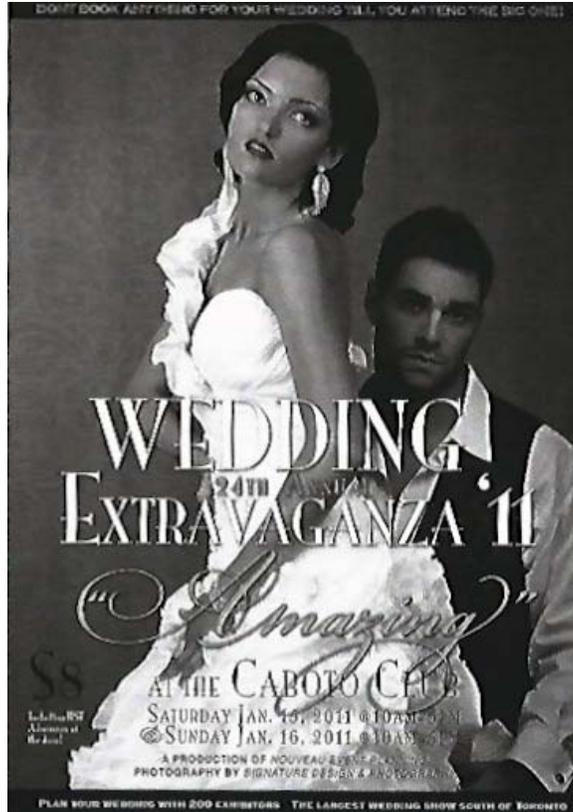
Electrical	\$35
8' Draped Table	\$40
4' Draped Table	\$40
60" Round Table	\$40
Cocktail Table (non-skirted)	\$35
Tables Non-Skirted	\$25

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Source: Wedding Odyssey website, [www.weddingodyssey.ca](http://www.weddingodyssey.ca), accessed May 20 2011

Exhibit 8

WEDDING EXTRAVAGANZA AND WEDDING ODYSSEY POSTCARD COMPARISON



**WEDDING**  
24th ANNUAL  
**EXTRAVAGANZA '11**  
*"Amazing"*

VISIT THE "ALL NEW" CHATEAU VENDOR AISLE

ENTER TO WIN THE ALL INCLUSIVE 5 NIGHT HONEYMOON STAY AT THE NEW SAFFORD RESORT IN THE MALAN RIVIERA SPONSORED BY GALLERIA'S TRAVEL PLUS.

ENTER TO WIN THE "BRIDES STAGE IT NIGHT OUT ON THE TOWN" SPONSORED BY THE LOUNGE WINEBAR AND WHITE STAR LOUNGE.

ENTER TO WIN ONE OF 12 ANNY PRIZES TOTALING OVER \$10,000.

GROOMS ARE ALWAYS TREATED SPECIAL AT THE WEDDING EXTRAVAGANZA SHOW. COME SEE WHAT WE HAVE IN STORE FOR YOU THIS YEAR.

SEE THE MOST SPECTACULAR FULLY CHOREOGRAPHED WEDDING FASHION SHOW IN THE REGION. ENTERTAIN BY THE WEDDING EXTRAVAGANZA & WEDDING ODYSSEY THE DISCOVERY SHOW OF THE NEW DISNEY FINE ARTS BRIDAL COLLECTION BY ALBERTO UCCIELLO CARRIED EXCLUSIVELY BY JEN AND HERS WEDDING & BRIDAL.

JUST 99¢ COFFEE EACH DAY. WE'LL EVEN GIVE A COMPLIMENTARY COPY OF WEDDING & BRIDAL MAGAZINE.

Join us on & from our home page  
[www.weddingsshow.com](http://www.weddingsshow.com)

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PRESENT THIS CARD AFTER 1:00 PM AT THE DOOR FOR \$2 OFF ADMISSION. COMPLIMENTARY VALET PARKING ALL WEEKEND LONG. COMPLIMENTS OF FIRST CLASS VALET INC.

SCAN AND GO TO OUR WEBSITE >>

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# wedding odyssey

Saturday, January 8th 10am to 6pm  
 Sunday, January 9th 10am to 5pm

[www.ciociaroclub.com](http://www.ciociaroclub.com)  
 3745 North Talbot Road  
 519.737.6153



Images by: Chantal Shook Photography

[www.weddingodyssey.ca](http://www.weddingodyssey.ca)

## Fashion Shows

Sat. Jan 8th 1:00pm & 3:30pm  
 Sun. Jan 9th 12:30pm & 3:00pm

**WIN PRIZES**











# Wedding Odyssey

Enter to WIN honeymoon at an Ultra Exclusive Sandals Resort in Jamaica from Valente Travel

Over \$10,000 in prizes to be WON!

First 500 couples each day receive a "Today's Bride Magazine"

BIG SCREEN TV's for football lovers and a stocked cash bar!

FUN, INTERACTIVE and ENTERTAINING Fashion Shows.

Show promoters are not responsible for prizes. Prizes are not redeemable for cash.

Visit our website for more details - [www.weddingodyssey.ca](http://www.weddingodyssey.ca) Present this card for \$2 off one admission



Source: Wedding Extravaganza and Wedding Odyssey Mailer.