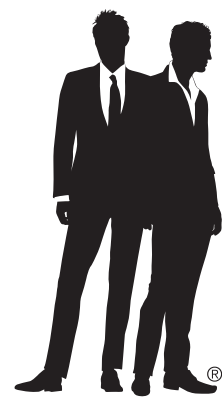




Photo by Maryo Williams Photography



# The Wedding Guys®

## MEDIA KIT

— 2023 - 2024 —

 [THEWEDDINGGUYS.COM](http://THEWEDDINGGUYS.COM)

 888.715.7620

 [INFO@THEWEDDINGGUYS.COM](mailto:INFO@THEWEDDINGGUYS.COM)



# MEET MATTHEW

*WE ARE VISIONARIES.*

*WE ARE TRENDSPOTTERS.*

*WE ARE TRAILBLAZERS.*

---

The Wedding Guys® have spent 20 years creating the best local wedding platform for the modern couple. Founded by industry trailblazers Matthew Trettel and the late Bruce Vassar, our team works to bring wedding inspiration and advice to couples throughout the Upper Midwest. It is our mission to connect reputable businesses with this eager clientele.

Through innovative print, wedding shows, and digital marketing, we lift up businesses, entrepreneurs, and those passionate about creating memorable experiences for couples. It's our goal to guide, inspire, and bring together all members of the wedding community.

# ABOUT THE WEDDING GUYS, INC.

As the local *authority* in all things weddings, The Wedding Guys bring together a diverse community of florists, bakers, venues, stationers, planners, post-wedding services, and truly any business involved in weddings. We *leverage* our team's talents to design a customized marketing plan for each client generating the most conversions by correctly distributing your investment.

With a *trend-forward* history of innovation and a service culture that is second to none, our competitive edge comes from an unwavering *passion* that consistently delivers industry-leading achievements. We take pride in our power to attract top-tier clients. More importantly, our ability to earn the *respect, loyalty, and trust* of our clients and their business. For more than two decades, The Wedding Guys have dedicated our resources to providing vendors and wedding planning couples with an *unparalleled* experience, and our stats reflect our success.

1050k+

**BUSINESSES  
SERVED**

50+

**SHOWS  
PRODUCED**

12k+

**EMAIL  
SUBSCRIBERS**

180k+

**ANNUAL WEB  
VISITORS**

3 million

**MONTHLY PINTEREST  
IMPRESSIONS**

85k+

**ATTENDEES  
SERVED**

Sources: Google Analytics, The Wedding Guys, Pinterest, Mailchimp



# AN UNPARALLELED INVESTMENT

Shows

Digital

Print

Reach wedding planning couples with *direct, in-person exposure*

*Immersive* and multi-sensory experiences that can't be found anywhere else

Wide range of *touch points* via email, social, website, and editorial

Readers will discover more about your brand and what you can offer

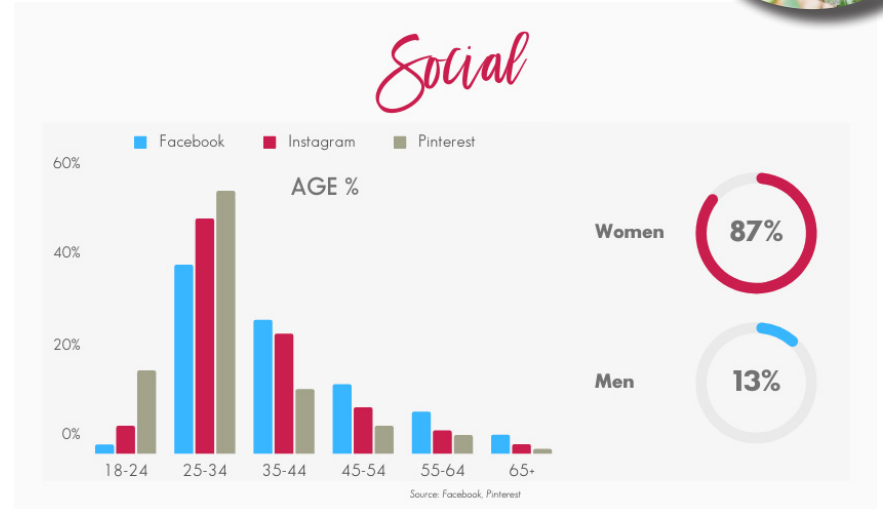
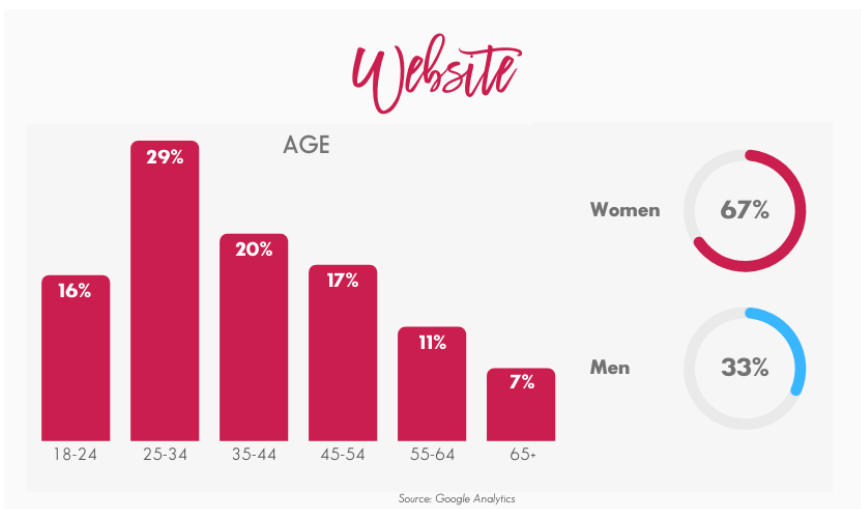
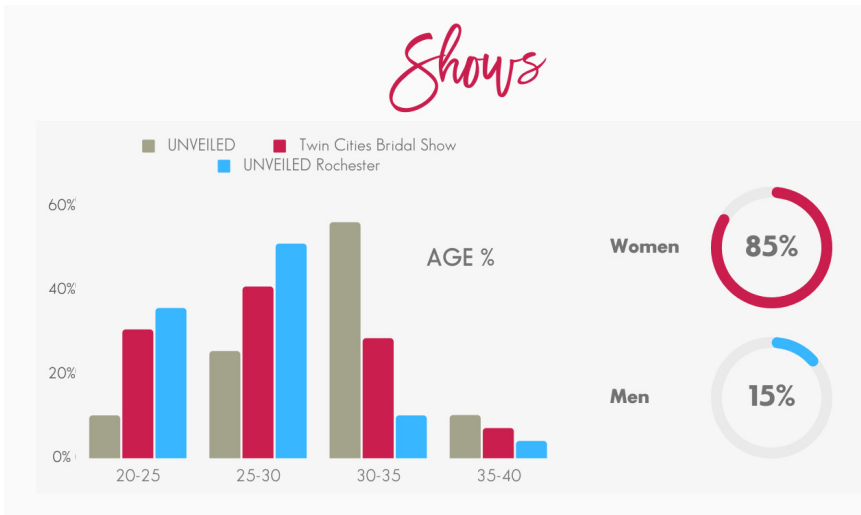
*Annual trend* publication with a distinct format and showcase environment

Experience inspiration through the *curated lens* of The Wedding Guys



# OUR AUDIENCE

The Wedding Guys' buzzing wedding shows, website, and social media channels are the *go-to tools* for anyone planning a wedding. Our approach attracts *engaged couples* ready to book their wedding team.



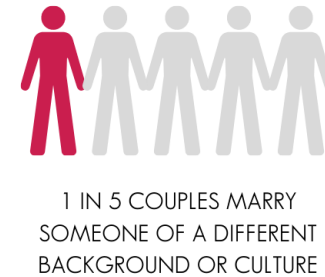
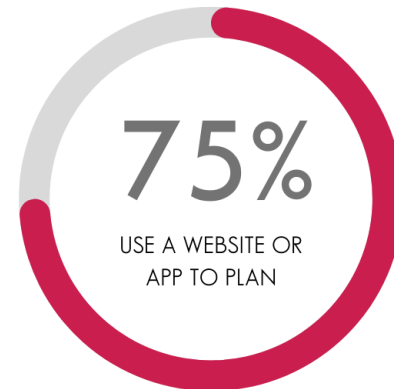
# MARRIAGE BY THE NUMBERS

The state of weddings over the past two years has been unpredictable. However, several studies suggest that wedding costs are back to pre-pandemic spending.



**\$696 MILLION**  
MARKET SIZE OF WEDDINGS IN MN

**\$24K**  
AVERAGE COST OF A WEDDING IN MN



Source: *The Knot*, *Zippia*, *The Wedding Guys*, *The Wedding Report*

One can expect to see more competition in the industry as new businesses are projected to spike. Just last year, we tracked 175 new companies entering the wedding industry. Similar to the recession in 2008, we anticipate many people will turn their focus to becoming entrepreneurs in the wedding business. With a low barrier to entry and low investment opportunities, including bridal shows, it's more accessible than ever to jump-start a wedding business.

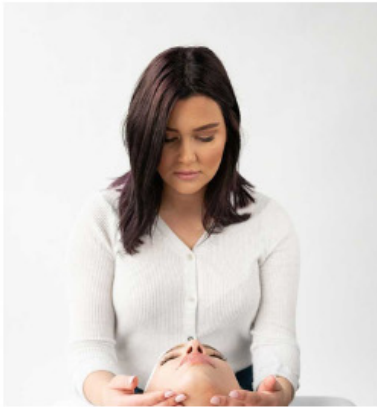
# WHAT OUR CLIENTS ARE SAYING



“We LOVE working with everyone at The Wedding Guys and consider them more than just colleagues, but friends. Matthew and I have been friends for a long time and I’ve attended more UNVEILED events than I can count. I always see our bookings get a boost after an UNVEILED event and the couples are such a great fit for us! We’ve also been working with their marketing team to tell more Real Wedding stories. We can’t wait to continue to work together more and more.”

**ANDREW VICK**

*Owner, Andrew Vick Photography*



“Becoming a sponsor and participant in The Wedding Guys’ bridal shows (Twin Cities Bridal Show and Unveiled) has been a game changer for us. It is by far the most successful way we meet local couples and raise awareness of our business.”

**LEANNE KOLODZIEJ**

*General Manager, Jewelry by Johan*



“I have been to wedding shows in multiple states, venues and years throughout my career. UNVEILED was the most organized, streamlined, and professionally run show that I have ever been to. At every turn, I was impressed with the flow of communication, ease of process and attention to detail. This was every participant’s dream and exactly the type of service that I hope that my couples experience with ME! I really appreciated the clear and precise communication from start to execution.

Thank you to The Wedding Guys!”

**TRACY GIZA**

*Director of Catering, Embassy Suites by Hilton Minneapolis Downtown*



“When I began working with The Wedding Guys, I was just coming back into the industry after a bit of a break. Working with their team has raised my brand level and increased my business demand. It’s allowed me to discover couples that are the right fit for my business. After working with them for 5+ years, I can say that my success as a vendor can be directly attributed to their shows and marketing efforts.”

**TIM FOLKENSON**

*Owner, Minnesota Wedding Party*

# THE BENEFITS OF OUR COMMUNITY

## Networking

Exchange ideas and *connect with peers* and experts in the local wedding industry through *monthly* networking events.

## Shows

*Face-to-face exposure* to hundreds of enthusiastic engaged couples to *directly promote* your business.

## Website

Contribute to *editorial content* including wedding planning *inspiration*, tips, and advice from the experts.

## Ignite

*Professional* newsletters and social media groups provide a quarterly rundown of the latest *industry happenings and tips*.

## Social Media

Be part of our multi-platform strategy including *over 3 million Pinterest impressions* per month.

## Print

Reserve your placement in our cutting-edge Look Book *inspiring stylish couples* everywhere.



# NETWORKING

Here at The Wedding Guys, we build our *community* by *connecting* and creating opportunities to network and share ideas. From our monthly client happy hours to our end-of-show season party, our events provide wedding professionals with quality company and conversation.

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## Wedding Guys Wednesday

On the third Wednesday of each month, we invite vendors into our trendy office space for a complimentary happy hour including hors d'oeuvres, libations, and community connections.

## Glittered with Gratitude

Hosted by The Wedding Guys, we transform our headquarters into an elegant party space for the night where we celebrate a great wedding show season and get together before the wedding season begins.



# 2023-2024 Season Schedule

**OCTOBER 8TH, 2023**

Twin Cities Bridal Show  
Saint Paul RiverCentre

**JANUARY 4TH, 2024**

UNVEILED  
Renaissance Minneapolis Hotel,  
The Depot

**JANUARY 1ST, 2024**

2024 Wedding Trends Look  
Book Release

**FEBRUARY 25TH, 2024**

Twin Cities Bridal Show  
Saint Paul RiverCentre





# — SHOWS —

unveiled™  
inspiration . trends . style

Twin Cities  
Bridal Show  
The *Wedding* dream expo





# unveiled™

inspiration . trends . style

**THURSDAY, JANUARY 4TH, 2024**

**RENAISSANCE MINNEAPOLIS HOTEL, THE DEPOT**

**5PM - 9PM**



# unveiled™

inspiration . trends . style

The UNVEILED couple is *discerning* with a prosperous career and a bustling lifestyle. They know what they want and are searching for the *best of the best* to help them design a tailored wedding that fits their style. This year, we're going *uber luxe* with an experiential evening event featuring a lavish cocktail-style shopping environment. Sophisticated wedding planning couples seek out this luxury-level event because it offers all of these unique elements not found at other shows.

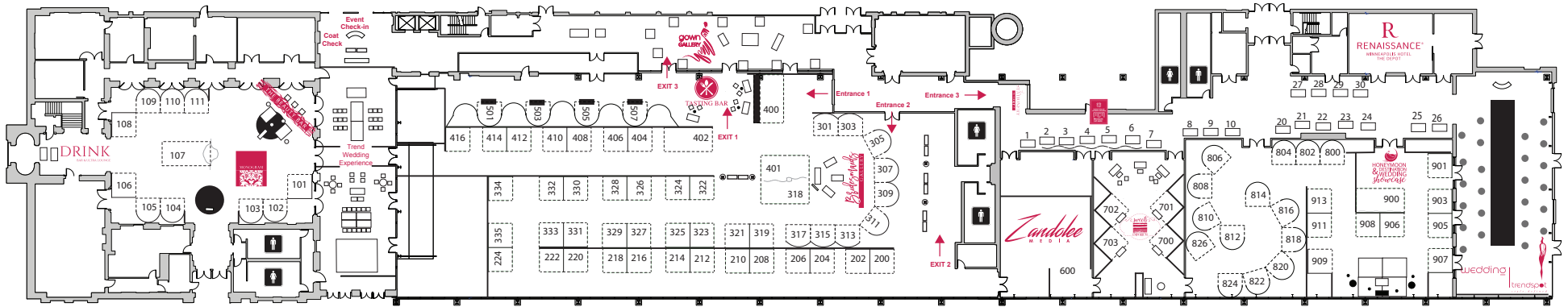
- The Trend Wedding Experience™
- The TrendSpot Fashion Show™
- The Beauty Bar™
- Honeymoon & Destination Wedding Showcase
- High-end shopping experience
- Complimentary champagne for fashion show attendees

## Benefits of Exhibiting

- Intimate design layout allows for more in-depth conversations
- Interact with each show attendee with our one-way aisle concept
- A mature audience prepared to make buying decisions at the event
- Established, motivated couples with a high purchasing power



Show off your affiliation with UNVEILED with our Featured Vendor Badge



## Demographics



### Age

The average age of attendees is 31



### HH Income

UNVEILED attracts the affluent couple with an average HHI of \$105,000



### Education

Attendees are well educated with 29% having a Graduate Degree or Higher



### Market Reach

Most attendees include the Twin Cities and Western WI reaching out towards Eastern ND, Eastern SD, and IA



### Ticket Sales

UNVEILED markets to high-quality buyers with an average of 650-800 attendees per show, each ticket costs \$15-\$20

## Exhibit Options

10 x 10 EXHIBIT	\$1295
10 x 15 EXHIBIT	\$1940
10 x 20 EXHIBIT	\$2590
10 x 30 EXHIBIT	\$3885
20 x 20 EXHIBIT	\$5180
ELECTRICITY	\$80 +
FOOD SAMPLING PERMIT	\$43.50
FULL SIZE EXHIBIT BANNER PRODUCTION	\$250
EXHIBIT BANNER SETUP & STORAGE	\$50
BASIC TABLE WITHOUT LINEN	\$40

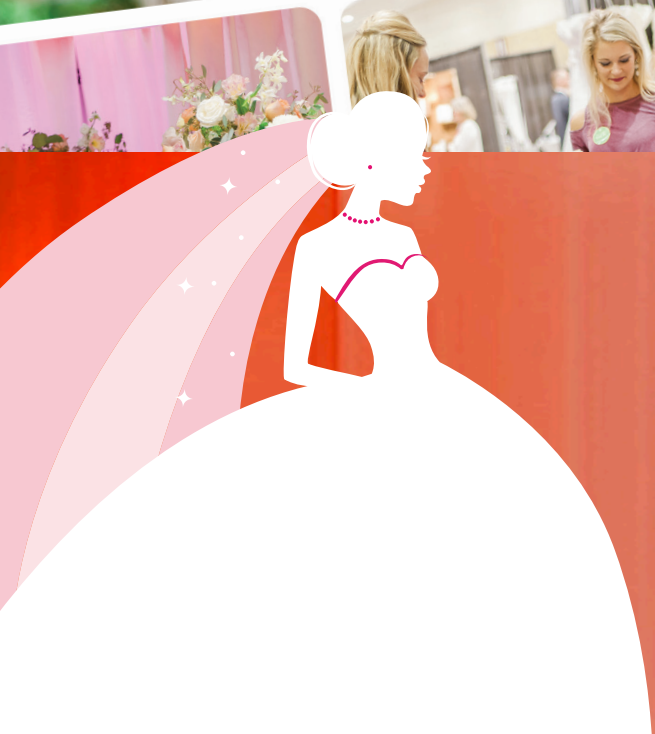
AN EXTENSIVE ARRAY OF EXHIBIT ENHANCEMENTS AVAILABLE THROUGH CHROM EXPO SERVICES INCLUDING TABLES, LINENS, AND BOOTH FURNISHINGS

CUSTOM SPONSORSHIP & FASHION SHOW OPPORTUNITIES AVAILABLE UPON REQUEST

THEWEDDINGGUYS.COM

888.715.7620

INFO@THEWEDDINGGUYS.COM



# Twin Cities Bridal Show

The *Wedding* dream expo

SUNDAY, OCTOBER 8TH, 2023 | SUNDAY, FEBRUARY 25TH, 2024

SAINT PAUL RIVERCENTRE  
12PM - 4PM



# Twin Cities Bridal Show

The *Wedding* dream expo

The Twin Cities Bridal Show is the *fun, fast, and friendly* way for engaged couples to connect with local wedding businesses and *get inspired* to design their *dream day*. Through a winning combination of experiential features including the Glam 2 Go Makeover Zone™, Aisle of Style Fashion Show™, and The Inspiration Station™, the Twin Cities Bridal Show serves a broad mass market surpassing the attendance of other expo-style events. Here, couples can *speed date wedding vendors* and book your business on-site!

## Benefits of Exhibiting

- Meet more couples than any other wedding show
- Increase your leads with strategic one-way aisle paths for attendees
- Ticketed time slots allow for steady traffic throughout the event
- A lively and excited audience eager to book your services



Show off your affiliation with Twin Cities  
Bridal Show with our Featured Vendor Badge

## Demographics



### Age

The average age of attendees is 27



### HH Income

Twin Cities Bridal Show strategically attracts an above-average couple with an average HHI of over \$81,000 per year



### Education

This show appeals to a well-educated couple with 79% having at least a 4-year degree



### Market Reach

Most attendees include the Twin Cities and Western WI reaching out towards Eastern ND, Eastern SD, and IA



### Ticket Sales

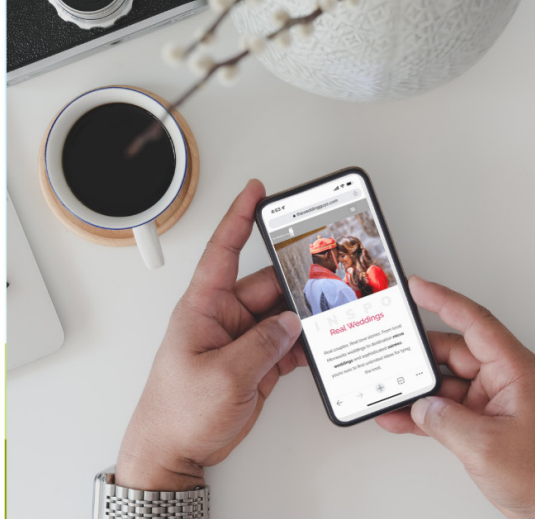
Twin Cities Bridal Show serves a mass market with an average of 1300-1500 attendees through each event, each ticket costs \$15-\$20



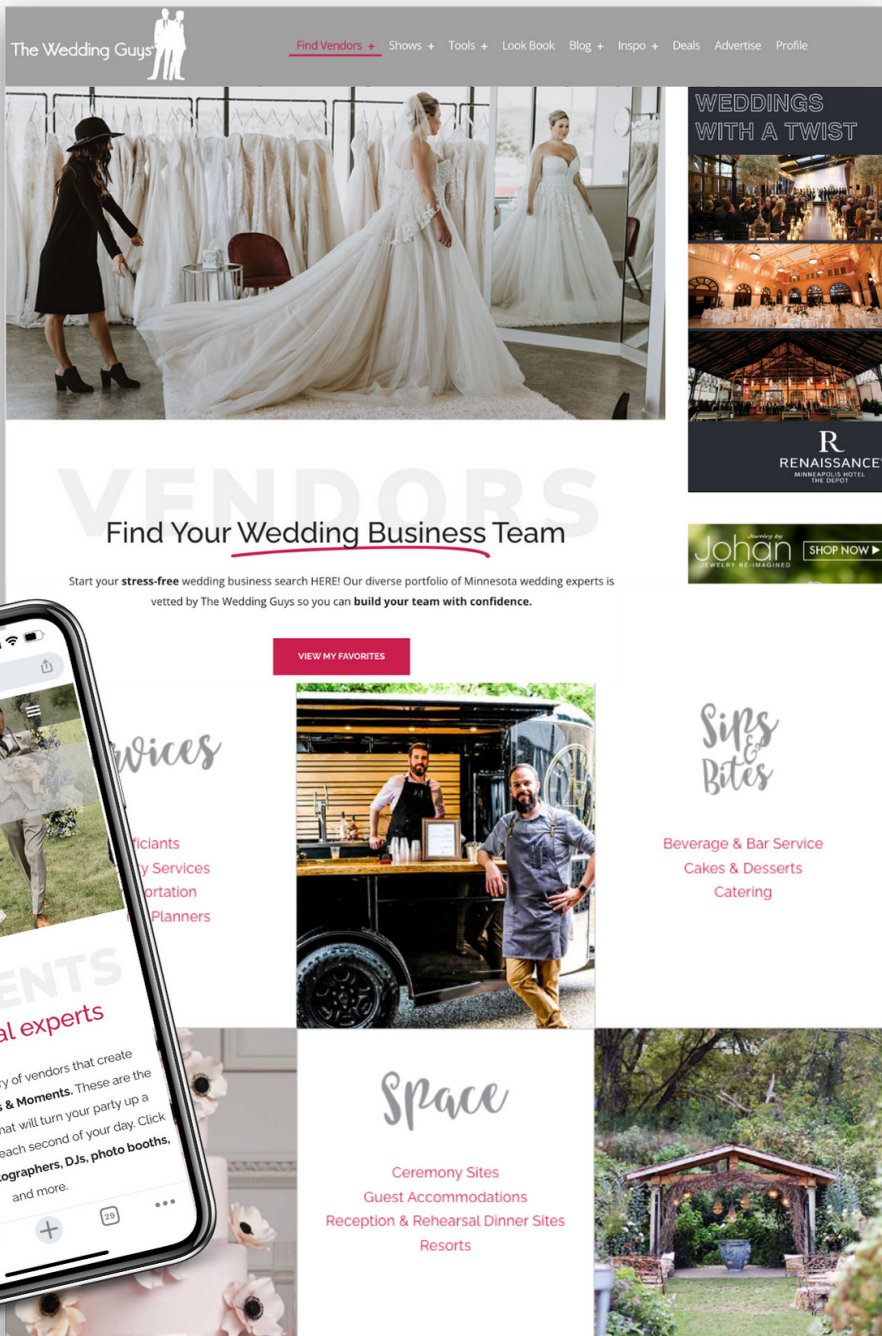


*Exhibit Options*

10 x 10 EXHIBIT	\$1295
10 x 15 EXHIBIT	\$1940
10 x 20 EXHIBIT	\$2590
10 x 30 EXHIBIT	\$3885
20 x 20 EXHIBIT	\$5180
<b>ELECTRICITY</b> \$110	
<b>FOOD SAMPLING PERMIT</b> \$43.50	
<b>FULL SIZE EXHIBIT BANNER PRODUCTION</b> \$250	
<b>EXHIBIT BANNER SETUP &amp; STORAGE</b> \$50	
<b>BASIC TABLE WITHOUT LINEN</b> \$40	
<p>AN EXTENSIVE ARRAY OF EXHIBIT ENHANCEMENTS          AVAILABLE THROUGH CHROM EXPO SERVICES          INCLUDING TABLES, LINENS, AND BOOTH FURNISHINGS</p> <p>CUSTOM SPONSORSHIP &amp; FASHION SHOW          OPPORTUNITIES AVAILABLE UPON REQUEST</p>	



# DIGITAL



# WEBSITE

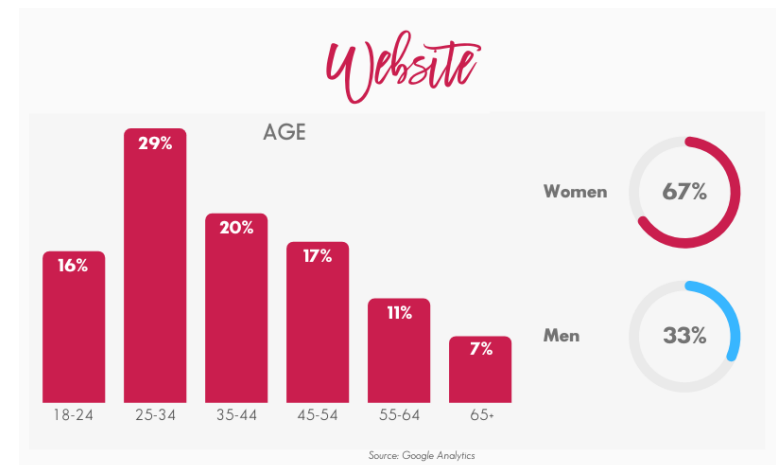
TheWeddingGuys.com offers visitors an engaging platform to plan their wedding and discover the best wedding vendors. From interactive Vendor Profiles to high-impact banner ads, we provide a fresh approach to the digital experience.

300k+

WEBSITE  
IMPRESSIONS  
PER MONTH

12k

MONTHLY  
WEBSITE  
VISITORS



# VENDOR PROFILE

*\$39.95/Month*

Our vendor directory is an interactive platform that promotes your services directly to couples.

## Vendor Profiles Include:

- Photo Slideshow (8 featured images)
- “About Us” Text Service Profile
- Company Logo
- Phone Number
- Direct Email Address
- Website Link
- Social Media Links
- Portfolio of Images (Up to 40 photos)
- Special Offer in Deals Program
- National Affiliations
- Links to Articles Featured in on TheWeddingGuys.com
- Show Participation Callout



# BANNER ADS

*\$1895/Year*

Our Web Banner Ads offer premium rotating placement opportunities on our website. Banner Ads make your brand highly visible to couples who visit TheWeddingGuys.com. This investment puts your ad at the forefront allowing our *175,000 annual visitors* direct access to your business.

## Sizes Include:

- 300 x 250px
- 300 x 600px
- 1200 x 300px

## Locations:

- Center of Home Page
- Blog Page(s) Sidebar
- Find Vendors Page
- Wedding Planning Checklist & Timeline Pages
- Image Galleries
- Deals Page

The collage displays several examples of vendor profiles and banner advertisements on TheWeddingGuys.com. The profiles shown include:

- Space:** A vendor profile for local venues and accommodations, featuring a large outdoor space with a gazebo and a list of services including Ceremony Site, Guest Accommodations, and Reception & Rehearsal Dinner Sites.
- Bunker Hills Event Center:** A vendor profile for an event center, featuring a large indoor space and a list of services including Log in to Favorite, Add to Cart, Email, Visit Website, and Get Directions.
- CHS Field:** A vendor profile for a sports venue, featuring a large indoor space and a list of services including Log in to Favorite, Add to Cart, Email, Visit Website, and Get Directions.

The banner ads shown include:

- Hyatt Regency Bloomington Minneapolis:** A banner ad for a hotel, featuring a large indoor space and a list of services including Log in to Favorite, Add to Cart, Email, Visit Website, and Get Directions.
- unveiled:** A banner ad for a wedding planning service, featuring a large indoor space and a list of services including Log in to Favorite, Add to Cart, Email, Visit Website, and Get Directions.

Other elements visible in the collage include a 'Visit Us At' section with social media links, a 'Portfolio' section with various wedding photos, and a 'Deals' section with a '\$500 credit to Venue Bill' offer.

# EMAIL MARKETING

## DEDICATED EMAIL BLAST

Drive traffic to your website with a *custom email* sent to our database of couples exclusively highlighting your business. These can either be sent to our entire *subscriber list* or *segmented* to target a specific audience.

*\$600*

## NEWSLETTER BANNER AD

Get direct exposure with our active network of over 12,000 readers who receive our trend-focused *newsletter delivered each week*.

Size: 800 x 400

*\$150 for 2 week insertion*

## 12 MONTHS OF LEADS

Engage with wedding planning couples using their *direct contact information* including name, contact type, phone number, mailing address, and wedding date. Lead lists are released on the 1st business day of each month.

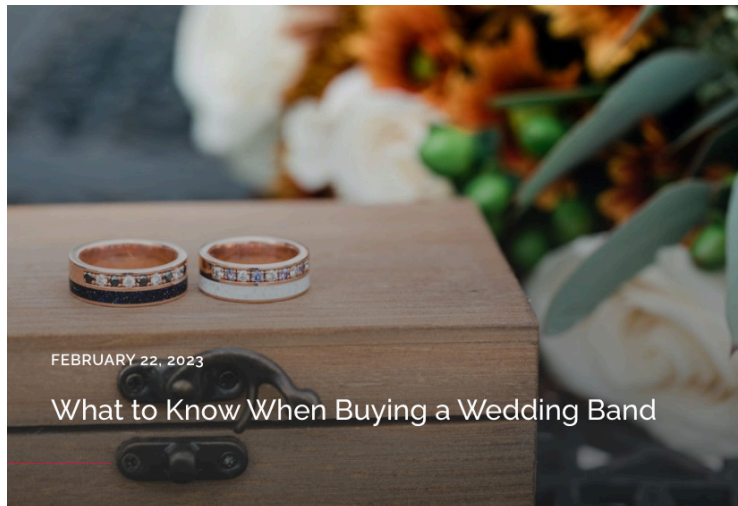
*\$1200*

The collage features three distinct email marketing assets. The top asset is a banner for 'WEDDING BAND Event' by Arthur's Jewelers, dated March 9-20, featuring two wedding bands and the text 'Pay No Sales Tax & 1 Year 0% APR'. The middle asset is a newsletter banner ad for 'Arthur's Jewelers Popular Spring Wedding Band Week Event!', listing various offers like 'Unique Women's Wedding Bands' and 'Cool Designs for him'. The bottom asset is a 'Win Cash For Your Honeymoon' promotion from 'The Wedding Guys', showing a couple on a beach and a 'Perfect Couple Membership' offer.

# EDITORIAL + SOCIAL MEDIA PACKAGE

Through our website and social media platforms, we *inspire* couples with ways to design their dream wedding day stress-free. Advertisers can gain *more exposure* to couples with this package *exclusive* to The Wedding Guys® clients.

\$500



- Curated editorial blog on TheWeddingGuys.com
- Custom topic that highlights your company and services
- Option to provide own copy or utilize our team to write an article about your business
- Premium placement in our Couple's Newsletter
- Links to your Online Vendor Profile and website
- Additional blog Pinterest board linking to your Profile

- 1 Instagram Grid Post
- 1 Paid Instagram Post
  - Custom target audience
  - Direct link to your Online Profile
  - Average audience reach of 4,500 per post
- 1 Instagram Story Post
- 1 Facebook Post
- Exposure to our organic audience of 85% women 25-34 years old

🖥️ THEWEDDINGGUYS.COM

📞 888.715.7620

✉️ INFO@THEWEDDINGGUYS.COM



— PRINT —

# wedding trends

## LOOK BOOK

The *annual Wedding Trends Look Book* goes beyond traditional print magazines, putting businesses at the forefront by providing the *highest ratio* of editorial to advertising with an ad space limit of 25% per issue. With a *luxurious* landscape format and *distinct* editorial content, couples trust The Wedding Guys to provide trend-forward ideas that lead to *savvy* purchase decisions.

**Benefits of Print Advertising:**

- Limited number of advertisers providing greater visibility
- Advertisements strategically placed for maximum exposure
- Local circulation through a unique distribution model
- Anticipated reading for stylish couples, wedding entourages, and professionals

*All Details*

ALL ADS MUST BE SUBMITTED AS A PRINT-READY PDF AT 300 DPI AND INCLUDE A 0.25' BLEED ON ALL SIDES

ADS CLOSE AND MATERIALS DUE ON DECEMBER 1, 2023

COMPLETED ADS CAN BE EMAILED TO [ELLAINA@THEWEDDINGGUYS.COM](mailto:ELLAINA@THEWEDDINGGUYS.COM)



Show off your affiliation with the Wedding Trends Look Book with our Featured Vendor Badge



**SINGLE PAGE AD**  
8" x 10"  
\$2995



**DOUBLE PAGE AD**  
24" x 10"  
\$5995



**COVER AD**  
10" x 12"  
\$6995





# 2024 EDITORIAL CONTENT

POP CULTURE  
COLOR OF THE YEAR  
FASHION & STYLE  
SPACE  
THE DETAILS  
SIPS & BITES  
TRAVEL  
CURATED WEDDINGS



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## DISTRIBUTION

**8k** IN CIRCULATION

Copies of the Wedding Trends Look Book are distributed throughout advertising partner locations and at The Wedding Guys' *shows*. Every wedding show attendee receives a copy at the event as a *gift* with their purchase.

Copies of the Wedding Trends Look Book are also sold on TheWeddingGuys.com for *\$19.95 each*.



 THEWEDDINGGUYS.COM  
 888.715.7620  
 INFO@THEWEDDINGGUYS.COM

# MEET OUR TEAM



**MICHAEL STAVREDES**  
ACCOUNT EXECUTIVE  
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**ELLAINA CULLEN**  
GENERAL MANAGER  
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**ERIKA BLANK**  
MARKETING & SOCIAL MEDIA MANAGER  
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ERIKA@THEWEDDINGGUYS.COM



**MATTHEW TRETTEL**  
THE WEDDING GUY  
612-770-0970  
MATTHEW@THEWEDDINGGUYS.COM



# A HISTORY OF INNOVATION

'04

## EXPERIENTIAL MARKETING

Bridal shows are redefined by expanding the traditional trade show components to include immersive ceremony and reception elements.



'01

## THE BEGINNING

Matthew Trettel and Bruce Vassar team up to elevate the industry.



'09

## UNVEILED

UNVEILED is created and becomes the world's most awarded wedding planning event



'10

## TRENDSpot PRESS FASHION SHOW

The Wedding Guys take over production of bridal fashion week's premier runway show and rebrands as the TrendSpot Press Fashion Show.



'11

## THE ROYAL WEDDING

The Wedding Guys travel to London and conduct 22 interviews for local and international press.



'12

## RANDY TO THE RESCUE

The Wedding Guys Partner with TLC to create the hit spinoff of "Say Yes to the Dress" starring Randy Fenoli.



'13

## TWIN CITIES BRIDAL SHOW

Twin Cities Bridal Show is created to capture the millennial audience by integrating technology and social media into the event experience.

'14

## WEDDING TRENDS LOOK BOOK

The first Look Book is published featuring pop culture trends curated through the lens of The Wedding Guys providing full-spectrum inspiration for wedding celebrations.



'20

## ALL NEW DIGITAL FORMAT

TheWeddingGuys.com is fully updated with a new digital platform that makes it easier for couples to discover inspiration and find their dream vendors.



'21

## A MORE LUXE UNVEILED

With a brand new luxury location, UNVEILED is given an overhaul incorporating new immersive features in an unparalleled shopping experience.



'19

## SAY YES TO THE DRESS AMERICA

TLC enlisted the help of The Wedding Guys to create the biggest and most buzz-worthy wedding event of the year culminating in a mass wedding in Central Park in New York City.



'20

## SHOWS REIMAGINED

The pandemic forced the world to reimagine events, and The Wedding Guys designed an innovative show format including one-way aisles, time slots, and contactless experiences.

'24

## UNVEILED AT NIGHT

UNVEILED will deliver an all-new format where discerning couples can shop for their wedding in a lavish cocktail-style environment