

# The Truly Scrumptious Group

## Wedding & Event Services

M: 07788 931633

E: [into@truly-scrumptious-peterborough.co.uk](mailto:info@truly-scrumptious-peterborough.co.uk)

[www.truly-scrumptious-peterborough.co.uk](http://www.truly-scrumptious-peterborough.co.uk)

# About Us



The Truly Scrumptious Group manage successful, well- advertised and promoted, popular Wedding Shows and Events throughout Cambridgeshire and Lincolnshire. We have an excellent reputation locally with many people aware of the Truly Scrumptious brand and with a high profile across our social media network we have the privilege and ability to reach thousands of local followers.

# Why Exhibit With Us?

We are constantly told our shows are some of the most professionally managed and friendliest shows in the country but don't take our word for it, read the reviews on our website!



- All shows are well advertised and promoted via Social Media, popular Internet Wedding Websites, magazine adverts, banners and flyers.
- Unlike many other wedding show organisers we will NOT flood a show with lots of the same thing but carefully manage categories to ensure couples have a good choice whilst ensuring we are always fair to exhibitors.
- When you exhibit you will receive regular and on-going shout-outs across our Social Media network and not just exposure on Show Day!

# Exhibitor Rates

## Loyalty WEDDING SHOW discount

Book and exhibit at 5+ shows per show season and receive a FREE 12month listing in Truly Scrumptious Celebrations – The Planning App.



<b>SIZE</b>	<b>PRICE</b>
Freesia (2ft x 3ft)	£50
Rose (4ft x 3ft)	£100
Lily (6ft x 3ft)	£160
Orchid (12ft x 3ft)	£225
Electricity	£10

**Table and linen provided.**

£25 to include leaflets in goody bags.

Promotional material must be provided 14 days **BEFORE** the show.

# Wedding Brochure

The elegant full colour Wedding Brochure is produced yearly in July/August ready for the start of the new Wedding Show season in the Autumn. It provides the opportunity to have a presence at **all** wedding shows and not just those you physically attend. The brochure is an elegant design and contains general wedding information, planner and advertisements and is specifically designed to encourage couples to use as an integral part of their wedding planning.

## **ADVERT**

Quarter Page

Half Page

Full Page

## **PRICE**

£175

£300

£450

## **EDITORIAL**

Editorial features - £100 for half page (add a half page advert underneath text for a full page feature at only £400) or a single page editorial at £200 (with a full page advert on facing page making a double spread at only £650 for both pages).

Included in goody bags at **ALL** shows and many retail and wedding outlets locally.



# Occasion Planning



Our popular Wedding Shows give couples an ideal opportunity to source and meet great local suppliers but wedding planning doesn't happen just during Wedding Show season so what can couples do at other times of the year? The Internet is a BIG scary place, couples can search and find companies online but behind the flashy website how do they know who's good and who isn't, reviews can be false! Does the company have Insurance, Certification, are they a reputable longstanding business or a here today gone tomorrow type of company?

People organise a whole variety of special occasions and not just weddings! We've been approached countless times for recommendations for good venues and suppliers for other celebrations: children or adult parties, anniversaries, christening, in fact any occasion where people want to gather to celebrate something special. The same concerns and questions couples have finding reputable suppliers when planning a wedding equally apply for anyone planning other occasions!





# Truly Scrumptious Celebrations

And so we're delighted to launch ...



Users can have confidence ...

- Companies listed hold appropriate certification and qualifications within their profession.
- Companies comply with Service Standards.
- Companies have necessary Insurance etc.
  - All reviews are verifiable.

Users can...

- Plan any celebration e.g weddings, parties, anniversary etc
- Plan multiple celebrations and reuse again and again
- Personalise each occasion
- Manage budget
- Create To Do Lists
- Compile guest lists
- Complete table plans
- Write and read reviews
- Benefit from App only giveaways, competitions
- Benefit from App only venue and supplier promotions



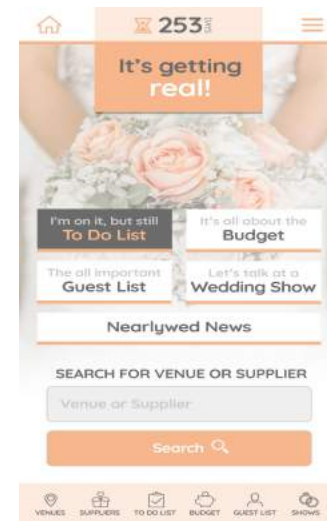
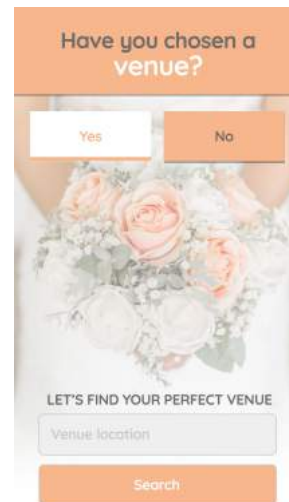
**FREE** to download onto smartphones, iPads, tablets from App Store and Google Play users can personalise, source and plan their celebration all in one place!

# Join Us!

The Truly Scrumptious Group was built on a strong foundation of honesty, trust and mutual respect for our fellow professionals whilst delivering the very best shows and events and emphasis has always been on quality and not just quantity. This high standard will equally apply to Truly Scrumptious Celebrations and if you are a provider of celebration services and can meet our criteria of delivering a professional service and will adhere to our Service Standards we welcome your application to join us.



TRULY SCRUMPTIOUS  
CELEBRATIONS  
THE PLANNING APP





# Service Standards & Reviews



TRULY SCRUMPTIOUS  
CELEBRATIONS  
THE PLANNING APP

## **Advertisers must abide by and operate within all Service Standards.**

- Treat customers with courtesy and respect.
- Provide a product / service that is fair in price and not increased by the occasion.
- Provide a service without discrimination of race, colour, creed or sexuality.
- Supply a clear and detailed written quotation with a table of fees upon request.
- Supply a receipt for payments received.
- Complete services efficiently, on time and to the highest possible standards.
- Comply with all statutory laws and regulations within your industry.

## **Reviews – Users will be invited to score your business in the following categories:**



TRULY SCRUMPTIOUS  
CELEBRATIONS  
THE PLANNING APP

- Quality of product/service provided
- Communication
- Value for money
- Would you recommend this company?

**All Reviews MUST/WILL BE verifiable!**

# Why should I advertise?



TRULY SCRUMPTIOUS  
CELEBRATIONS  
THE PLANNING APP

## Benefits to suppliers

- Celebrations is so much more than just a directory of service providers, you will be provided with a logo of recognition so instantly recognised as an approved and recommended provider of celebration services.
- Exposure to users looking for wedding AND occasion service providers opening a huge potential new audience group.
- 24hour /365 day availability to users.
- Benefits section.
- Ability to use the NearlyWed News and Occasionally Yours newsletters within the App to inform users of promotions and campaigns.
- Showcase your Awards, Accreditations, Knowledge & Experience.
- Nothing helps a business grow more than positive recommendations and we provide the opportunity via reviews to showcase the excellent service you provide and users will have the confidence to know each and every one is verifiable!

# MOBILE USAGE

- 66% of UK households now own a smartphone.
- Mobile users spend 86% of their time on mobile apps and just 14% on websites accessed via their mobile.
- The average open and click rates on email campaigns can be as low as 25% whilst push notifications direct to users via an App are on average 53%!
- Mobile Apps continue to work even when offline.
- Users spend a substantial amount of time on mobile devices and the App icon is a permanent mini-advertisement even when they're not actually using the App!
- The ability for users to set their own preferences enhances the overall customer experience.
- Even with technological advances, users have to rely on browsers to perform simple functions, 'back, 'refresh' etc whereas an App user can pinch, drag and swipe with just one finger increasing the user experience.
- Apps work faster than websites!



TRULY SCRUMPTIOUS  
CELEBRATIONS  
THE PLANNING APP

# How will we promote the App?



TRULY SCRUMPTIOUS  
CELEBRATIONS  
THE PLANNING APP

- Prominent promotion at Truly Scrumptious Wedding Shows – 3,500 people attended our wedding shows during 2018.
- Social Media Network with dedicated Wedding, Event and Family pages and sponsored/promoted targeted posts.
- Adverts in local community magazines.
- Leaflet drops and roadside banners.
- Promotion via local events/fairs, corporate visits, shopping centres etc.
- App only Competitions and giveaways.

# APP Pricing & Application

The App has been designed for multiple use so users can plan more than one occasion simultaneously and use again and again!



Pricing	12 months (Paid in advance)
Exhibit at a Wedding Show and get 50% discount.	£125
Full price	£250
<b>PROMOTION</b>	
Featured listing an additional	£120

A large focus of the promotion will be the assurance all companies advertising have appropriate insurance, certification etc and appropriate documentation will be required as part of the application process.

**APP advertisers will be offered priority exhibitor space at shows/events as opportunities arise.**

# 2019 Show Dates

**13 January 2019**

Holiday Inn  
Thorpe Wood  
Peterborough, PE3 6SG

**HERE COME THE GIRLS  
3 May 2019**

Holiday Inn  
Thorpe Wood  
Peterborough, PE3 6SG

**HERE COME THE GIRLS  
24 March 2019**

Woodlands Event Centre  
Wyboston Lakes  
Wyboston, MK44 3AL

**20 January 2018**

Wyboston Lakes  
Willow Suite  
Wyboston, MK44 3AL

**12 May 2019**

Holiday Inn  
Lakeside, Histon  
Cambridge, CB24 9PH

**23 June 2019**

Hinchingbrooke House  
Brampton Road  
Huntingdon, PE29 3BN

**3 March 2019**

Marriott Hotel  
Peterborough Business Park  
Lynch Wood  
Peterborough, PE3 6GB

**1 September 2019**

Holiday Inn  
Thorpe Wood  
Peterborough, PE3 6SG

**8 September 2019**

Holiday Inn  
Lakeside, Histon  
Cambridge, CB24 9PH

**7 April 2019**

Marriott Hotel  
Kingfisher Way  
Huntingdon, PE29 6FL

**22 September 2019**

Marriott Hotel  
Kingfisher Way  
Huntingdon, PE29 6FL

**6 October 2019**

Woodlands Event Centre  
Wyboston Lakes  
Wyboston, MK44 3AL



**15 September 2019**

Marriott Hotel  
Peterborough Business Park,  
Lynch Wood  
Peterborough, PE2 6GB

**6 November 2019**

Hinchingbrooke House  
Brampton Road  
Huntingdon, PE29 3BN



# Testimonials

‘Very busy wedding fair yesterday at the Holiday Inn, Peterborough, many thanks to Stephanie for organising another great day!’

## **iPics**

‘You continue to be my lucky charm, I’ve taken more wedding bookings at your shows than all the others put together!’

## **Chris Brudenell Photography**

‘It was a great wedding fayre, we got 18 enquiries and we will be busy emailing all week!’

## **Chocoheart**

‘Brilliant day yesterday organised by Truly Scrumptious.’

## **Elegance Hair, Peterborough**

‘Thank you for all your hard work, without you it wouldn’t be so successful, we look forward to seeing you at the next one.’

## **Heart Brides**

‘Thank you for such a fantastic show – it was the best I have attended in many years and credit to you for all the hard work behind the scenes to make it such a success. The doughnuts were a truly delightful, thoughtful and personal touch from you and I know they were appreciated by all so once again a big thank you from me.’

## **Paul Johnson Photography**

‘I feel your fairs are very well run and are of a high profile in a marketplace that is perhaps in danger of overkill.’

## **Steve Allen Entertainments**

‘A massive thank you from me for putting on another highly successful and busy show!’

## **Carla Corrado Designs**