



DMR Media. d/b/a A BRIDES EXPO  
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[www.abridesexpo.com](http://www.abridesexpo.com)

Dear Sponsors & Exhibitors:

**Thank you for your patience.** We hope that you, your families and staff are all safe and healthy. As you are aware, A Brides Expo had been postponed from **March 15, 2020** due to Covid-19 restrictions. We had tentatively re-booked **Sunday November 22, 2020 as the new date for the expo.** However, presently it does not look very feasible to have the event in November, as we still have not received industry clearance to have the event, because of the uncertainty surrounding the Corona virus and the timeline as to when quarantine will slow and be eradicated.

We have now made the decision to postpone the event until **Sunday February 28, 2021.** In the event we are unable to have it in **February 2021** because of the Corona virus we will then have the expo as a **virtual event.** It is more vital than ever for smart, interactive and elevated experiences to be provided. Like in all industries, brands are readapting and changing their strategies to the exceptional moment we are living.

We recognize this can be frustrating for our sponsors and exhibitors; however we must follow the strict guidelines set in place at this time. The wedding industry has been impacted greatly by the pandemic. Thousands of weddings are put on hold and it is definitely a very challenging time for our wedding professionals and vendors

The good news is they are still going to celebrate. Over 95% are just rescheduling for later on this year or later on next year. Are you ready for when the market opens? This is an important time to continue with your marketing and be visible. The temptation may be to hibernate and bury one's head in the sand, but the wedding industry needs eyeballs now more than ever.

We are committed to helping all of sponsors, exhibitors and patrons through this very challenging time

More information and updates will be posted on our website [www.abridesexpo.com](http://www.abridesexpo.com) and social media pages.

We will get through this difficult time. In the meantime, let's be kind to each other, practice good hygiene, and stay healthy.

Thank you kindly,

A Brides Expo Team