

20 **NAPER SETTLEMENT** 25  
**WEDDING SHOWCASE**  
 EVENT RECAP



**ATTENDANCE**

**694**

PRE-REGISTERED  
TICKETS

**363**

SCANNED  
TICKETS

**REVENUE & VENDOR SUMMARY**

**\$31,775**

TOTAL REVENUE  
Revenue Budgeted: \$13,845

**83**

TOTAL  
VENDORS

**59%** RETURNING VENDORS

**41%** NEW VENDORS

**43%** NAPERVILLE BUSINESSES

**VENDOR SURVEY FEEDBACK**



*"I loved the variety of vendors. Everything was well organized. The advertisement for the event was great and the number of patrons was just enough."*

*"Well organized, love the promotional materials you provided, you advertise it well, a lot of people visited, vendors are always very nice and diverse, plenty of time to set up our booth, lunch is provided, everyone is nice and helpful and its a pleasure to be a part of the show."*

*"Friendly atmosphere, marketing and promotion were fun and engaged, couples were interested and talkative"*

*"I love the time and location! Its a great show for me to get my name and business out there, since I am a one person business and it was perfect since I was the only "type" of vendor there!"*



**SOCIAL MEDIA**

**33**

POSTS

**25,459**

IMPRESSIONS

**319**

ENGAGEMENTS

**ADVERTISING**

**491,114**

IMPRESSIONS

**5,209**

CLICKS

**\$5.91**

CPA  
Cost Per Acquisition

**PUBLIC RELATIONS**

**14**

PLACEMENTS

TOP PLACEMENTS IN:

**\$173,180**

PUBLICITY  
VALUE

**18,758,452**

IMPRESSIONS



**DIGITAL ADVERTISING**

**Facebook Ad Campaigns**

360,501 Impressions  
171,819 Reach • 5,184 Clicks

**NCTV17.org Digital Ads**

60,000 Impressions • 25 Clicks

**Daily Herald Sponsored Event Calendar**

**Chicago Style Weddings Dedicated E-Blast**

**Chicago Style Weddings Facebook Post**

\*Not included in CPA

**DIRECT MAIL & OOH**

**Postcard to Local Couples**

300 Mailed to Local Couples

**Event Posters & Postcards**

150 Posters & 2,000 Postcards  
Distributed in Naperville, Lisle and Aurora

**Vendor Marketing Packets**

75 Mailed to Vendors

**Winter Program Guide Ad\***

67,000 Mailed

**Treasures Magazine Ad\***

1,088 Mailed