

A World of Difference

1-800-600-7080

MORE THAN
JUST ANOTHER
BRIDAL SHOW...

▶ ADVERTISING

BrideWorld consistently reaches thousands of brides-to-be via an advertising campaign so effective that attendance is considered “a must”.

The key is an exciting and credible message utilizing broadcast radio, major-circulation newspapers, trade publications, direct mail, signage, publicity, celebrity appearances, promotions, and sponsorships.

▶ ATTRACTION

Too Small—When shows are designed with too few exhibits there is a lack of revenue for a complete advertising campaign, and brides choose alternate events with more exhibits and attraction.

Just Right—BrideWorld events are the correct size. By creating a more comfortable, relaxed environment for brides-to-be, exhibitors maintain a higher level of rapport and sales.

▶ EXHIBIT SPACE

Each exhibit includes one table with white skirting and table-top linen; two chairs; one small trash receptacle; exhibitor badges; back and side convention-style draping (8' back and 3' side divider); and FREE passes for your wedding-planning clients.

NOTE: Electrical hookup and additional tables are available for a fee, and MUST be ordered with exhibit space contract to ensure availability and avoid surcharges.

▶ PRICING

Based upon decades of wedding-industry experience, management expertise, and trade secrets, BrideWorld continues to deliver record-breaking results, while maintaining an economical pricing schedule.

To accommodate various advertising budgets, BrideWorld welcomes installment payments and credit card payments.

▶ MAILING LISTS

A complete mailing list of brides and grooms is available for a fee. Mailing list data is available via Email, computer disk, pressure-sensitive labels, or printed.

Computer files (digital data files) are importable into many common applications on Mac or PC.

Mailing lists are shipped three days after event date, and MUST be ordered with exhibit space contract to ensure availability and avoid surcharges.

▶ ADDED VALUE*

Upon returning your exhibit contract, you'll receive a 12-month listing at BrideWorld.com (viewed by thousands of brides each week), and a 12-month directory listing in the BrideWorld Wedding Planner Workbook (distributed to brides at all BrideWorld Expos), and a listing within the event program (distributed at the contracted event).

The sooner your contract is returned—
The sooner you benefit!

▶ LIMITED COMPETITION

BrideWorld imposes a quota, limiting the number of participants within recognized business categories. This policy produces excellent results for exhibitors!

Space is reserved on a first-come, first-served basis, and an automated “Waiting List” is available for those who miss the opportunity to participate.

▶ INCREASED SALES

Sell to hundreds of brides in the hottest, upscale bridal markets! Join Luxurious Hotels, Country Clubs, Department Stores, Bridal Salons, Tuxedo Stores and other wedding professionals at BrideWorld Expo.

SPACE IS LIMITED,
CALL FOR AVAILABILITY.