



Want to know what every  
bride is looking for?

They're looking for *YOU*...  
...at the Blue Ridge Bridal Shows

Fall Date to be announced, 2010  
Charles Town Races and Slots, Charles Town, WV

April 25, 2010  
La Grange Winery Bridal Tours

September 26, 2010  
The George Washington Hotel, Winchester, VA

October 24, 2010  
Rose Hill Manor Leesburg, Va

Blue Ridge Bridal Boutique Shows are special regional shows allowing the brides to visit the North, South, East and West regions of the Blue Ridge Shenandoah Valley.

### **Exhibitor and Non-Show Exhibitor Pricing Options**

Pick the show or shows where you work.

You may choose one show, two, or all four depending on the geographic market you would like to reach. There will be special pricing available for multiple shows. Call us for more information on these promotions!

540.667.5956 or [info@blueridgebridalshow.com](mailto:info@blueridgebridalshow.com).



# blue ridge bridal showcase

## What Region is the Blue Ridge Bridal Show?

- Interstate 81 from Hagerstown to Harrisonburg
- Interstate 66 from Front Royal to Haymarket
- State Route 340 from Jefferson County, WV to Elkton, Va
- Western Loudoun County and Fauquier County

To meet your needs, we are growing and expanding our shows to cover this geographic territory

## **Reasons to Exhibit!**

The Only Bridal Shows **Marketing** the Blue Ridge Shenandoah Valley as a Wedding Destination Region!

- Meet Brides who are **Targeted** on the Wedding Location of their choice!
- Network** with Exhibitors to Expand your Territory and Sales Force!
  - Gain **Competitive Edge!** •Offer Show Day **Incentives!**
- Introduce **New Products** or Ideas! •Maintain **Industry Exposure**

***Categories are limited so book your space early!***

What sets [www.blueridgebridalshow.com](http://www.blueridgebridalshow.com) apart from other bridal shows is our commitment to **YEAR ROUND Marketing!**

*It has taken two years but now within in our top five google searches is Blue Ridge Bridal Show!  
This means the brides know our name!*

*"I am so pleased with the growth of the show – our goal is to not only serve the local wedding couples but to also market this region to the Wedding Couples looking for a Unique Beautiful Destination Wedding. These Bridal Boutique shows are great for one to one's with the brides. They offer more intimacy than the large shows. These boutique shows allow us to advertise year round. We have a marketing commitment to promoting these vendors year round." – **Nancy Craun – Encore Event Partners***

### **Demographics of Our attendees:**

- 95%** Attend with a minimum of two guests – parent, groom, attendants, friend, etc
- 60%** Looking for wedding sites and rehearsal dinners
- 23%** Have driven over an hour to attend the shows
- 90%** Looking for Honeymoon Locations
- 80%** Need to book Photographers, Florists, and Musicians

### **Goals of the 2010 Boutique Shows**

- Increase attendance by 20% thru expanded relationships with other marketing medias including Face book and Twitter and the Web
- Offer Educational workshops to our participating exhibitors expanding their marketing and social media knowledge
- Launch [www.blueridgefinest](http://www.blueridgefinest) attending regional bridal and consumer shows to promote our BRBS exhibitors

[www.BlueRidgeBridalShow.com](http://www.BlueRidgeBridalShow.com)



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## Getting More Exposure at Our Shows

### **NEW OPTIONS!**

**Blue Ridge Bridal Shows** recognizes that in our area there are large wedding vendors and small vendors. We also understand there are vendors who want only the show exposure, only the web and those who want both! Below are new opportunities!

### **Brand New – Profile Page**

**Profile pages are available to any exhibitor who wants hi visibility web exposure. This gives you a page of your own with a direct link to your email.**

**\$55.00 a month (12 month membership)**

**<http://www.blueridgebridalshow.com/ourexhibitors.html>**

**Includes Bridal Lists from other Resources outside of BRBS shows**

## **2010 Per Boutique Show and Web Opportunities**

### **Premiere Exhibitors Categories**

These exhibitors want equal exposure on the web and at the show.

Premiere get banner featured ads on the Show Page and bold listing under two categories of their choice linking to their web sites and the Bride's List.

Premiere Plus - \$1200 ( 8 x 20 booth)      Premiere \$695 (8 x 10 booth)

### **2010 Show Exhibitors only**

Interested only in the Boutique show presence – limited web exposure

*New Lower Pricing!!!!*

4 x 6 Booth \$330

8 x 6 Booth \$500

Includes Bride's List and one Web Listing

### **2010 Non-Exhibitor Opportunities**

There are some businesses that will not participate in our shows but would like to be on our web.

They also participate in our *NEW Retail Merchant Program Includes Bride's List from one show. Other show's list may be purchased.*

*\$550 for one year*

## **Sponsor Category Opportunities**

### **These are trade relationships – Sponsorship based on First Availability**

Exhibitors can choose to sponsor a category at the show and will qualify for additional advertising exposure opportunities outside the web site to include. This is available to Premiere Exhibitors only who provide additional services in trade.

- Two weeks of Radio Media ads prior to the show
- Face book and Twitter marketing 30 days prior to the show
- Increase booth space on the day of the show
- be a Speaker at the Blue Ridge Invitation Silver Suitcase Teas at each Bridal Boutique Show
- Receive a free Color Banner ad on the web site linking to your web site (These spots are limited)
- Acknowledgement in the program

**Multiple shows pricing: 2 – 3 shows 10%..... all four shows 15%  
25% Deposits (non refundable) required on applicable shows to receive discount  
Please call if you are interested – 540.667.5956 – [info@blueridgebridalshow.com](mailto:info@blueridgebridalshow.com)**

## Each Show Exhibitor Receives:

### FURNISHED EXHIBIT SPACE

When you arrive, your space will be furnished with a Table, linen, and chair and an 8 x 10 sign. There will be no draped back wall or pipe and draping.

### LISTING IN THE SHOW PROGRAM

Attendees will use the program to navigate the Show floor and to take part in the prize giveaways. Your listing will include your company name, phone number, contact person address, and a website address. **Increase your visibility with an ad in the program. Space is limited.**

### VIP INVITES AND PROMOTIONAL MATERIALS

As an exhibitor, you are one of the most powerful tools for bringing brides to the show. We will provide you with free VIP Invites to let your clients know that you will be participating in the shows. These VIP Invites give your brides special priority at the show and immediately entitle them to be a Silver Suitcase Participant.

### BRIDE CONTACT LIST

We collect information from each bride as to her interests, vendors she is looking to book, wedding date, and more. We provide each exhibitor with a copy of this list in a popular spreadsheet format. It is available on labels, a CD, or in printed form for a minimal additional cost. See order form for details. Please be aware we must have approval of brides to provide you with this information.



***For vendors booking multiple shows, you may select different size booths per show***

***Call 540-667 5956***

***" a great investment of our time and money" Kimberly's***

***"Our profits have justified our investment. Our participation for the sixth year is based on the excellent organization and advertisement of the show from start to finish" Alpha Voyages, Inc***



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## Custom Exhibit Show Spaces

### **Premiere Plus - \$1200.00**

This is two 8' rectangular tables. All Premiere booths are in a premium location with high visibility. Linens and electric service are included. Premiere Plus Exhibitors will have floor equivalent to a 20 x 8 booth space. Sponsorship participation opportunities are available upon request base on availability.

### **Premiere - \$695.00**

This is one 8' table in higher visibility location. Linen and Electric service is included. Premiere Exhibitors will have floor equivalent to a 10 x 8 booth space. Sponsorship participation opportunities are available upon request based on availability.

### **6' Table - \$500**

This is one 6' rectangular table with linen to the floor Electrical Service is included but very limited depending on the show. Floor equivalent space is 8 x 6 booth space

### **4 Foot Rectangular Table - \$330.00**

This is one 4' rectangular table with linen to the floor. Electricity is not available with these tables. Chairs are available Floor equivalent space is 4 x 6 booth space. No floor displays are permitted with these tables and height restriction is 4' from top of table.

**Due to the beauty of these venues, displays may not exceed 7 feet in height from the floor**

### **Prize Donations**

**Brides love to receive gifts so the Boutique Show will have several levels of prizes. Exhibitors giving prizes valued at \$500 or above will receive media coverage. This year we are involving retail merchants as well as our wedding professionals, all exhibitors are required to provide one prize. You may also give a prize away at your booth and we will announce the winner if requested prior to the show. There is a direct correlation between the value of prizes given away and the level of attendance.**

### **Show Program**

Increase your exposure with an ad in the Blue Ridge Boutique Show program. Our new design of the brochure limits the number of these ads to just five to seven. It is a valuable reference guide is distributed to show attendees and includes a directory of exhibitors. Display ads are great way to target these brides to remember your business after the show. Ads are black and white and \$95 for a full page and \$65 for a half page. Ads must be submitted in pdf format at **the time of sending the contract**. Ad sizes are 5 1/2 wide by 4 1/4 tall for a half page and 5 1/2 wide by 8 1/2 tall for a full page. Please submit your camera ready, black and white ad in a pdf format. Ads within one week of submission of your registration form.

If you have any questions about exhibit space options, please call or email.  
540.667.5956 or [info@blueridgebridalshow.com](mailto:info@blueridgebridalshow.com).

# EXHIBITOR REGISTRATION FORM

## Blue Ridge Bridal Boutique Show



Legal Company Name \_\_\_\_\_  
 Trade Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_  
 State \_\_\_\_\_  
 Zip \_\_\_\_\_  
 Telephone \_\_\_\_\_  
 Email Address \_\_\_\_\_  
 Website \_\_\_\_\_  
 Contact Person \_\_\_\_\_

### Exhibit at the Boutique Shows

- Premiere Plus \$1200
- Premiere 8' Table \$695
- 6' Table \$500
- 4' Table \$330 )electricity not available)
- Profile Page - \$55 month (12 month requirement)
- Non-Exhibitor \$550

One Prize REQUIRED - \$75 RETAIL VALUE. Above \$500 MEDIA COVERAGE

Booth Prizes Permitted. Please let us know if you need it to be announced.  
 Yes            No

### OPTIONAL ITEMS

**Electric Service available to all booths spaces except for 4' Rect. Please designate that you need electricity as limited availability**

Yes            No

- Program Advertising
- Half Page (5.5" w x 4.25")  
\$65 per show
- Full Page (5.5" w x 8.5")  
\$95 per show

### Mail, Fax or Scan/Email:

Blue Ridge Bridal Show  
 P.O. Box 481  
 Shepherdstown, WV 25443  
 sales@blueridgebridalshow.com  
 Fax 540.301.0407  
 Ph: 540.667.5956

### Complete one form per show.

**CTRS** \_\_\_\_\_ **4.11.2010**            **GW** \_\_\_\_\_ **9.26.2010**  
**LGran** \_\_\_\_\_ **4.25.2010**            **RH** \_\_\_\_\_ **10.24.2010**

### Exhibitor Investment

Fee for exhibit space – Boutique Shows \_\_\_\_\_  
 Program Advertising /Profile Page \_\_\_\_\_  
 Subtotal \_\_\_\_\_  
 Sales Tax – 6% (WV) 5% (VA) \_\_\_\_\_  
**TOTAL INVESTMENT** \_\_\_\_\_

Payment Terms: First payment of 50% is due with registration. Balance is due 45 days prior to show. Payment in full is required if registering 45 days before show. Multiple Show Exhibitors have separate payment plans available. Visa, Master Card, and business check are accepted. Payments are non refundable. If paying by credit card, please provide card information.

Reminder – Program Advertising due at signing of contract.

Card Number \_\_\_\_\_ Exp \_\_\_\_\_  
 Name on Card \_\_\_\_\_  
 Billing Address \_\_\_\_\_  
 Billing City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Cardholder Signature \_\_\_\_\_

As an authorized representative for the exhibitor, I agree to the above terms. I agree that registration transmitted by facsimile or email shall be deemed an original document and enforceable there as.

Authorized Representative (X) \_\_\_\_\_

Printed Name \_\_\_\_\_ Date \_\_\_\_\_