



Winter
Bridal
Marketplace

Want to know what
every bride
is looking for?

They're looking for *YOU...*
at the
Blue Ridge Winter
Marketplace

Five Years Old and Growing
Come Celebrate with us!
at our New Location

January 24, 2010
The Alamo, Winchester, VA

*The **NEW** Blue Ridge Winter Bridal Marketplace –
A Digital Wedding Shopping Experience*

Four Bridal Shows in One Space!
The First Hi-Tech Bridal Marketplace in the Region!

Hundreds of Brides await you!
Limited Categories and Exhibitor Space Available
plus
New Marketing Opportunities more Exposure for YOU!

540-667-5956 or info@blueridgebridalshow.com

But why change?.....

Brides today are using the internet more and more and attending bridal shows less. But they are still attending.

We feel that our New Blue Ridge Winter Marketplace will open their eyes to a new way to see the best of our industry – Help us make this a “Great Wedding Shopping Experience”

Not only will they meet you one to one but they will see your product in the best setting possible – a 50’ x 50’ Theater Screen!

Our Bridal Marketplace must stand out as fun, educational, exciting and the BEST PRIZES EVER.

Help us bring in the brides with your exciting gift. The higher the value of your prize the more FREE exposure we will give you at the Marketplace.

There is a direct correlation between the value of the prize giveaways and the level of attendance at the shows!!

“I have participated in larger shows; not one has compared to the quality of leads and bookings I have received from the Blue Ridge Bridal Shows”.

Amanda Godlove
Lux Photography

Marketplace Program & Theater Screen Advertising

Increase your exposure with an ad in the Winter Marketplace program. Display ads are great way to target these brides to remember your business after the show. Ads are black and white and \$125 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.

Theater Screen Slide and Power Point /DVD presentations included with Premiere and Bronze Booth levels. Also available to Retail Merchant Program Gift Card Exhibitors and smaller booth space exhibitors - one slide - \$125 and two slides \$225. Shown repetitively during the show.

3’ x 6’ Poster Frames for your special ad available in Lobby during the day of the marketplace - \$125

“We can always count on Encore to produce professional, successful events. Every event in which have been involved has led to direct leads and sales for Country Inn & Suites. At a recent event, we hadweh had generated enough business to pay for our participation before the doors even opened to the general public. We couldn't be more satisfied with the service and attention we're getting.

Steve Nerangis, Country Inn and Suites



What Makes the Blue Ridge Bridal Shows Special?

Encore has spent the year 2009 succeeding at branding and marketing the Blue Ridge Shenandoah Valley as a Great Wedding Destination To Tie the Knot! The BLUE BRIDGE BRIDAL SHOW places it's emphasis on showcasing the Northern Blue Ridge Shenandoah Valley's finest wedding venues, accommodations and wedding professionals. From Interstate-81, Hagerstown to Harrisonburg, to Interstate 66 from Front Royal to Haymarket and State Route 340 from Jefferson County, WV to Elkton, WV and Western Loudoun County to Leesburg, www.blueridgebridalshow.com gives the brides opportunity to research the area on the web and then to attend five bridal shows to meet the Blue Ridge Wedding industry on a one to one.

The Winter Marketplace offers the once a year experience to see the entire Blue Ridge region showcased under one roof as a Wedding Destination Region. Not only are wedding professionals showcased, but accommodations, local retail bridal registries and more. The brides who attend this show come because they want to have their wedding in the Northern Blue Ridge. They are focused and driven to learn more. Since many of the brides get engaged at Christmas, New Year's and Valentines, this is a great environment to be showcased.

- Fresh New Bridal Show Experiences unlike any other competitive show
- More Marketing dollars invested in branding www.blueridgebridalshow.com as a leading regional show
- Average Bride stays at the show for three hours because they are entertained
- Large Open One Floor Space with Four Theaters showcasing different areas of the Blue Ridge creates a "market approach" to showcasing the Blue Ridge Wedding industry as strong viable businesses
- Encore's Goal is to showcase the Blue Ridge's Leading Wedding Venues offering both ceremony, wedding and rehearsal dinner opportunities as well as Accommodations
- Five Shows expand the "Blue Ridge Bridal Marketplace" into new geographic areas covering the Blue Ridge – Shenandoah Valley to include Virginia, West Virginia, and Maryland.
- Located and Visible easily off of Interstate 81
- New and Enhanced Premier Opportunities
- Year Round Marketing Commitment to make www.blueridgebridalshow.com the Wedding Resource Guide for this area.

***We are pleased to introduce our Fifth Year -
Winter MARKETPLACE
January 24, 2010***



BRBS Winter Marketplace offers New Opportunities to showcase your business on theater screens

Using DVD's and Power Point Presentations, Brides and Grooms will be able to search:

- For Venues, brides can watch a Ceremony and Wedding at your location from start to finish capturing the aura of what makes your venue the perfect one for a bride and groom
- For Bridal and Tuxedos Salons, see the very latest in wedding gown designs and tuxedos with professional models on the runways straight from New York.
- For Party Rentals and Tent Companies, showcase the many looks available thru linens, floral and tent options
- For Rehearsal Dinner Sites, show the hottest venues and ideas for the Groom's side of the family to make their event unique
- For the Photographers, let the brides and groom learn the latest photographic trends from the top professional photographers in the area

There are Four Theaters for you to choose from.

Plus one theater will be **"FOR GROOMS ONLY"** – *featuring ESPN Sports with a Wedding Day Check Off List just for the Groom!*

There will be a Scavenger Hunt which will bring the bride to you no matter where you are exhibiting at the show.

What makes this marketplace different is that brides, grooms, friends can relax have a beverage of their choice including wine and beer, enjoy an appetizer and meet the wisest most knowledgeable people in the Wedding Industry – **YOU!**

Why BRBS - Reasons to Exhibit!

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

Custom Exhibit Spaces

The Blue Ridge Winter Bridal Marketplace
January 24, 2010

Premiere Plus – Gold

\$1595.00

Exhibitor will receive a 4' Table in the Lobby and a 6' Table in the Theater of their choice. They will also be able to decorate the theater with their industry's theme décor as approved by Encore. All Premiere booths offer high visibility. Tables will have black linens to the floor in the theater and in the Lobby. Premiere Exhibitors receive a Category Banner Web Site Ad, speaker participation in the Wedding Shopping Audio Visual Presentations, and a 3 minute Digital Presentation shown thru out the show. Must provide a prize value of \$500.00

Premiere - Silver

\$825.00

Exhibitor will receive a 4' Table in the Lobby and a 6' Table in the Theater of their choice. All Premiere booths offer high visibility. Tables will have black linens to the floor in the theater and in the Lobby. Premiere Exhibitors receive a Featured Banner Web Site Ad, speaker participation in the Wedding Shopping Audio Visual Presentation based on first booked request availability and a 2 minute Digital Presentation shown thru out the show. Premiere Exhibitors will be part of the show's "Search to Spin" game, which guarantees traffic to your booth space! Must provide a prize value of \$100.00

Corridor Booth – Bronze

\$655.00

Exhibitor will receive a 6' table in the Theater Corridor. This is the highest traffic area in the show. Limited Floor space. Two slides are included with this booth. Linens are black.

Theater Booth – Bronze

\$600.00

Exhibitor will receive a 6' table in the Theater of their choice based on availability. Two slides are included with this booth. Linens are black.

Theater Booth 6' Table

\$450.00

This display space table space only – very limited floor space. The booth is perfect for literature distribution and smaller table top displays. Linen will be black. These booths are required to keep displayed materials at a height minimum of 4 feet from the floor. No Electric available.

Small Business Galley - 4' Table

\$300.00

Designed for the small business owner, this is a unique space of business next to business with little space in between. Linen will be gold. No Floor Display permitted. However, several of these spaces have back display area possibilities. It is suggested you see the space to understand.

NO Exhibitors are Permitted to Leave their booth for the purpose of handing out literature in any other space at the show or outside of the building. Nothing can be put on the cars in the Parking Lot.



Why Be a Premiere Exhibitor?

2010 is All About Our Website!

Get More Exposure

**Become a Premiere Gold or a Premiere Silver
The Best BRBS Value!**

Premiere Gold Exhibitors have a theater named for you as premiere exhibitor and be guaranteed a speaker presentation. You also will have the opportunity to decorate the theater in your industry theme. You will also have 3 minutes or two 1.5 minutes of theater screen time, and a table in the Lobby and theater.

Premiere Silver Exhibitors will receive theater screen time in the theater of their choice based on availability. Opportunities to speak are also available. You will receive 2 minutes or two 1 minutes of theater screen time, and a table in the Lobby and theater.

As a Premiere Exhibitors additional advertising exposure opportunities include:

- New Profile Ad under Our Exhibitors
- Free ad space on Our Promotion web page
- Banner ads on the Winter show
- Mentions in the radio ad promotions the week prior to the show on WINC 92.5

**Contact info@blueridgebridalshowcase.com
for more information.**

2009 Non-Exhibitor Opportunities

Businesses not exhibiting at the show have the opportunity to participate in our Gift Card Program. Ask how you can get an ad on the theater screen!

Each Exhibitor Receives:

SIGNAGE FOR YOUR BOOTH

Marketplace will provide an 8x 10 personalized sign. If exhibitor is using banner that needs to be hung, they must provide the apparatus to hang the banner. Height restrictions do apply and vary per exhibitor space, please have all free standing signage approved by Encore.

LISTING IN THE MARKETPLACE PROGRAM

This year due to the new marketplace format, the program will be the key to assisting the Attendees to navigate the marketplace. Your listing will include your company name, the Name of a contact person, address, phone number, and a website address. **Increase your visibility with an ad in the program! Ad space is very limited!**

VIP INVITES AND PROMOTIONAL MATERIALS

Help us Help YOU. As an exhibitor, you are one of the most powerful tools for bringing brides to the marketplace. We will provide you with free VIP Invites to let your clients know that you will be participating in the marketplaces. These VIP Invites give your brides special priority at the marketplace and immediately entitle them to be a Silver Suitcase Participant. **One VIP invite will be selected to be a featured 2010 Premiere Bride Magazine Blue Ridge Bride. We hope it is your bride.**

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 by email or mail. Please be aware we must have approval of brides to provide you with this information.

LISTING ON THE MARKETPLACE WEBSITE

You will receive one year of free advertising on www.blueridgebridalshow.com. in the category of your choice per show. Our stats show that thousands of brides visit our site prior to the shows. We are now going to have year round marketing of the shows thru our expansion of the number of shows and with our new marketing website – www.blueridgefinest.com.



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

"Our profits have justified our investment despite the poor economy. Our participation for the 5th year is based on the excellent organization and advertisement of the show from start to finish."

**Mary June Williams,
Alpha Voyages Inc.**

EXHIBITOR REGISTRATION FORM

The Winter Marketplace Show



Legal Company Name _____
 Trade Name _____
 Address _____
 City, State, Zip _____
 Telephone _____
 Email Address _____
 Website _____
 Contact Person _____

Winter Bridal Marketplace

- Premiere Plus Gold- \$1595
- Premiere Silver - \$825
- Corridor Bronze - \$655
- Theater Bronze - \$600
- Theater 6' - \$450
- Galley 4' - \$300

Prize Information

One Prize is required to be given away with Silver Suitcase Giveaway at show. Please list prize information.

Grand Prize Participants giving prizes valued at \$500 or up will be in the Finalist Giveaway and receive Media coverage prior to show.

Booth Prizes Permitted. Please let us know if you need it to be announced.

- Yes No

Screen Advertising (included in premiere and bronze booths)

- One slide - \$125
- Two slide - \$225

Program Advertising

- Half Page (5.5" w x 4.25")
\$65 per show
- Full Page (5.5" w x 8.5")
\$125 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

Exhibitor Investment

Fee for exhibit space – Winter Shows _____
 Program Advertising _____
 Subtotal _____
 Sales Tax – 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 _____

NOTE: For companies exhibiting at more than one show, please call for special promotional prices and payment options. 540-667-5956.

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 _____