

## TESTIMONIALS FROM OUR MEMBERS

### *best marketing investment yet!*

I have gotten more for my money from (AfWPi) than any other organization I have joined.

—Larry Abbott, *Tower of Chocolate*

### *invaluable resources!*

Thanks for the list! I just wanted to let you know that I have gotten quite a few “bites” off of the postcards I send out to the list of brides you supply me with! It has been great!

—Amy Zellmer, *Constant Creations Photography*

Switching to the merchant card services offered through AFWPI has saved me \$300 per month in credit card fees!

—Matt Brys, *Extreme Productions Entertainment LLC*

### *exceptional networking & education!*

“The AFWPI did it again with yet another awesome conference last week in New Orleans. As always, the experience was incredible and jam packed with friendly wedding professionals, keynote speakers and exhibitors.”

—Joe Tortorello, *Wedding Zone*

### *taken my business to the next level!*

I wanted to let you know that the last e-mail I received from you ... got me quoted in the local (St. Louis) newspaper.

—Carolyn Burke, *Wedding Liason*



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*membership benefits*

# PRIVILEGES OF AFWPI MEMBERSHIP

## OUR HISTORY

*a community of international professionals*

Since 1995, the Association for Wedding Professionals, International (AFWPI) has been a marketing and education resource for wedding and event professionals. Reaching around the globe, AFWPI has built a strong community of members in over 31 countries and provides a unique opportunity for business owners and event leaders to connect, gain exposure and grow their business. With membership, you will benefit from the lavish growth and networking opportunities within the membership, obtain education and relationships through AFWPI's many resource and mixer opportunities.



## MARKETING TOOLS

*helping you succeed*

As a member of AFWPI, you will benefit from the direct connection and referrals to couples planning their weddings, AFWPI provides members with marketing tools that include:

- ~A monthly list of registered couples planning their wedding. Connect directly to couples looking for resources for their wedding.
- ~Exposure on the internationally recognized and highly visited AFWPI website. A direct link and description of your business is included with your membership.
- ~Opportunities to expose your products and services to other professionals in the industry through monthly mixers, holiday functions, the recognition dinner and more.
- ~Connect online with international vendors to gain insight on culture, traditions and other information vital to planning diverse weddings.

## NETWORKING

Networking communities are being developed throughout the US. Meanwhile we are heavily involved in online Social Networking — Facebook, MySpace, WedSpace, etc...

## GROUP ASSOCIATION RESOURCES

Holding membership in AFWPI provides you with discounts and opportunities to save your business time and money. Many of these resources, when utilized, offset your small investment in AFWPI:

- ~Merchant Card (Credit Card) Processing Services
- ~Company Liability Insurance
- ~Discounted Bridal Show Fees
- ~Magazine Advertising Discounts
- ~Discounted Airline Travel
- ~Airport Parking Discount
- ~Hotel Discounts



## MEDIA OPPORTUNITIES

Through AFWPI, you will have opportunities to provide media resources with information vital to the betterment and success of the wedding industry, and gain more exposure for your business in the process. With international membership and a solid reputation, AFWPI is looked upon by regional, national and international media outlets for resources, information and exposure to the professional wedding community and its market.

## ONGOING PROFESSIONAL GROWTH

AFWPI provides educational opportunities for members to discover new ways to promote and operate their business as well as design their business for long lasting and healthy success. You will benefit from business development seminars, current trend seminars and regional conferences. These are just some of the many resources AFWPI organizes for it's membership to insure education is being offered, utilized and received.

## PROFESSIONAL CREDIBILITY



As a member of AFWPI, you will have access to use the internationally recognized logo and credentials for your advertising collateral. The logo stands for the betterment of the wedding industry and informs your clients that you invest in the wedding community to insure the advancement and success of the industry.

With its vast opportunities and resources, your small investment in membership in AFWPI will quickly return into more vibrant and rewarding success for your business. With members holding membership for over 13 years and new members joining daily, you cannot wait any longer to be a part of this long lasting and vital membership.