

Exhibitor Packages

Basic Package

- A Full Booth Space (9'X9').
- One 6-foot draped (white) table.
- Two folding chairs.
- An ID sign with your company name.
- A mailing list of registered brides, including their wedding dates and whether they need your service.
- A listing in the **Bridal ExpoSM** program.
- A listing on the **Bridal ExpoSM** web site:

<http://afwpi.com/expohome.html>

— AfWPi Members **\$870**

Non Members **\$1070**

Program Sponsorship

- Everything included in the Basic Package, listed above.
- Full page ad in the *Bride's Guide* (the **Bridal ExpoSM** program), with preferred placement.
- Company logo on the main page of the **Bridal ExpoSM** web site:

<http://afwpi.com/expohome.html>

— AfWPi Members **\$1,200**

Non Members **\$1,600**

Billboard Sponsorship

- Everything included in the Basic Package, listed above.
- Your company logo on at least 5 billboards.
- Company logo on the main page of the **Bridal ExpoSM** web site:

<http://afwpi.com/expohome.html>

— AfWPi Members **\$1,750**

Non Members **\$2,100**

Fashion Show Sponsorship

- Everything included in the Basic Package, listed above.
- 30-second ad on the Fashion Show Video (to be played continuously throughout the weekend).
- Half page ad in the *Bride's Guide* (the **Bridal ExpoSM** program), with preferred placement.
- Company logo on the **Bridal ExpoSM** web site:

<http://afwpi.com/expohome.html>

— AfWPi Members **\$1,950**

Non Members **\$2,350**

Our Exhibitors Tell Us

. . .

Of all the bridal shows I've done in the last 4 or 5 years, this show had the largest number of brides that hadn't even selected a location yet!! That means it was a great showing of brides that NEEDED ALL SERVICES.

Pretty cool!

—Christopher Kight

Christopher Kight Photographers

I always love doing the September Sunrise Bridal ExpoSM. It seems to start the ball rolling for the next year bookings. I have received 5 bookings and about 15 phone calls for site checks from the last show.

—Carlene Herrera,

Lake Natoma Inn, Folsom

I am still getting bookings 8 months after the Sunrise Mall Bridal ExpoSM!

—Erik Grimes,

RAD

We were overwhelmed with the amount of brides we booked!

—Lou Tibben

Best Foto

Sacramento Catering had a great response at the Sunrise Mall Bridal ExpoSM! I have 70 (qualified) brides from the show to invite to our Fall Bridal Show at our new Cafe.

—Georgette Temple,

Sacramento Catering & The Depot Cafe



Your chance to market directly to BRIDES and OTHER SHOPPERS!

February 24-25, 2007

See inside for details.

For more information, call

1-800-242-4461

(In 916 area: 392-5000)

<http://afwpi.com/expohome.html>

Sponsored by:



Why You Should Exhibit at Bridal ExpoSM

- **Bridal ExpoSM is the longest-running bridal show in the Sacramento area.** We have produced **Bridal ExpoSM** for 19 years. We've been at Sunrise Mall twice a year for the past 13 years. You can trust that we know what we're doing.
- **You get two days to talk directly to brides in a shopping environment.** The brides can come back and talk to you anytime they want, and you can talk to them for as long as you want. Plus, the atmosphere of the mall puts them in a "buying mood."
- **We know how to treat our customers.** As an exhibitor, you come first! We have no fewer than four floor managers on duty at any time, to take care of any challenges that arise, answer questions, even *give you a break* if you're in the booth by yourself! Plus, we - the show producers - are there, on-site, from set-up to tear-down.
- **Plenty of time to set up.** You get from 10:00 p.m. Friday to 9:00 a.m. Saturday to set up.
- **We help you set up!** We hire staff to help you load in - from the loading dock to your space.
- **We teach you how to get more from the show.** You get free admission to Julia Markel's "7 Ways to Get More Bookings from Bridal Shows"[®] seminar. We want to do everything we can to make sure your bridal show experience is successful!
- **Bridal ExpoSM is a quality show.** We have established a reputation as the most professional and attractive show at Sunrise Mall, with an average of 100 exhibitors. We are a *bridal show* that happens to be held in a mall (not a mall show that happens to be bridal).
- **Our Video Fashion Show.** You get the opportunity to either feature your fashions or buy ad time. This quality pre-recorded show is presented on a large projector screen, in the mall and is "looped" to run all weekend.

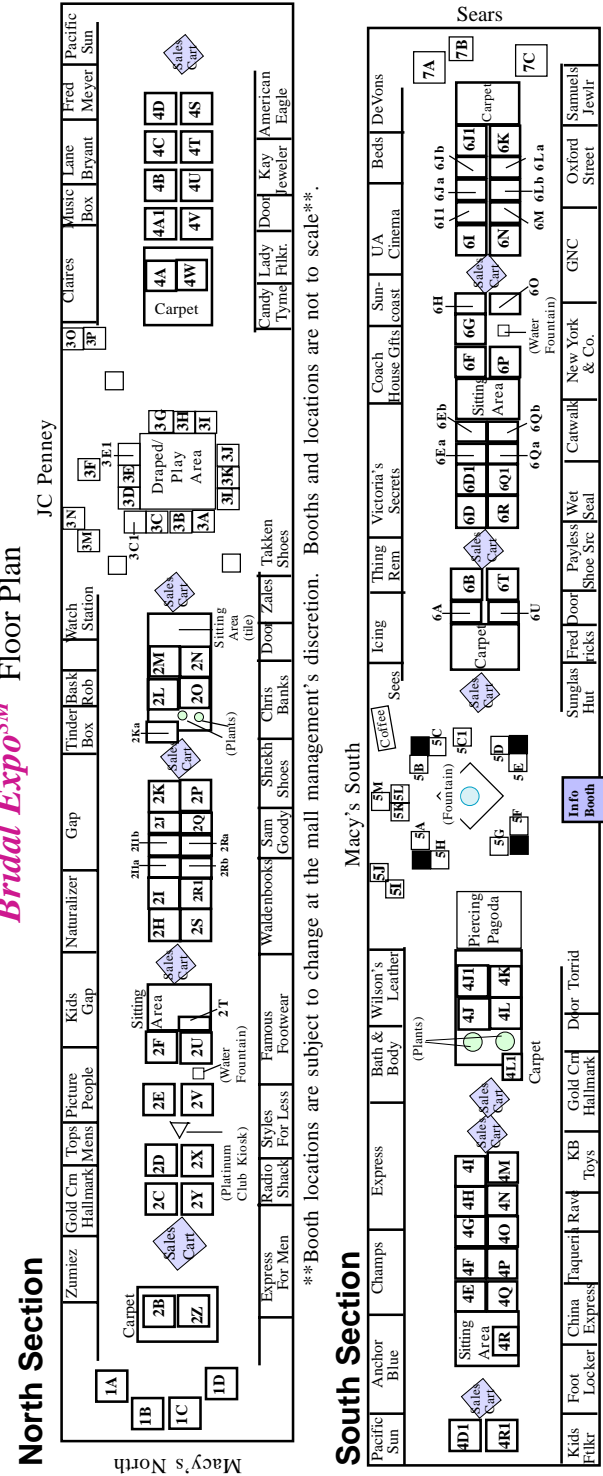
You'll See Hundreds of Brides . . .

- For 13 years we have consistently brought hundreds of brides to each **Bridal ExpoSM** at Sunrise Mall. Our average bride count is 650.
- Brides today are more aware of bridal shows than ever before. For the past 19 years they have heard of or attended a **Bridal ExpoSM** - most of them at Sunrise Mall.
- With their heightened awareness they will be watching and listening for **Bridal ExpoSM** at Sunrise Mall!
- **Our Marketing Campaign Includes:**
 - Newspaper, Billboards, Radio & Television
 - Direct mail and e-mail campaign to 3,000+ brides
 - Local and regional bridal magazines
 - The **Bridal ExpoSM** web site: <http://afwpi.com/expohome.html>
 - Preregistration forms distributed at the mall and in participating exhibitors' retail sites
 - A special promotion to attract media. Brides will play a wedding planning game, just before **Bridal ExpoSM**, where they are given a budget and use "play money" to plan their wedding.

. . . plus thousands of mall shoppers!

- The typical shopper at Sunrise Mall is **female, 27 years old**, with a **higher than average** income.
- Corporate event planners shop at Sunrise Mall, giving you the opportunity to book **company parties** and events - in addition to weddings.
- Parents shop at Sunrise Mall, giving you the opportunity to book **birthday parties, bar and bat mitzvahs, quinceañeras** and more. Photographers book **family and school portraits**.
- High school students shop at Sunrise Mall, giving you the opportunity to book **proms** and other **school events**.

Bridal ExpoSM Floor Plan



** Booth locations are subject to change at the mall management's discretion. Booths and locations are not to scale.**