

ALPHA PROMOTIONS

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Welcome to the 6th annual **BRIDAL & HOLIDAY EXPO 2010, July 24th & 25th**, located at Century II Exhibition Hall. Show attendance is great; nearly **800** Brides alone registered in the July 2009 show! Plus all family members, friends, grooms and other people attending! Our Expo is the biggest and best in Kansas!! At the Bridal & Prom Expo you receive the *best* this area has to offer, including excellently produced Fashion Stage shows by Models & Images, top-ranking exhibitors, plus a well-planned and orchestrated Expo. Your participation in this Expo means your advertising dollars are well invested. **BRIDES ATTEND!!!** Our focus is to include and anyone planning any type of event! Including Corporate parties, birthdays, celebrations, anniversaries, graduations and all special events.

Advertising is a major key to this Expos' success. Our website www.wichitabridalshow.com has been totally update our website which will offer a vast array of choices and information for both your business and the bride. This website will promote advertising and information opportunities. With nearly 12,000 hits over the last year, and almost 4,000 since the website changed to the new format, this will be an exciting opportunity for your business to reach your targeted customer. Media used to promote the expo includes: TV, radio, Wichita Bridal Show web site, 360Wichita.com, flyers, newspapers plus the in-store advertising by the merchants. **WE REACH PEOPLE!! WE ADVERTISE!!**

People attending enjoy having accessibility to many merchants in one setting. This two-day Expo allows Brides time to visit and book their event at the show. You, the merchant, will have time to visit face to face with the Bride while displaying your product or service. The quality of the Bridal & Holiday Expo is in its advertising, organization and beautiful setting which provides you with the *best* access to your customer! This is *your* target audience. The people attending have paid to attend and the Expo is where they will do their business. Participating in the Expo is also an *amazing* way to network with all the other fine Wedding Professionals in attendance. Again our focus will be all **EVENTS!** We will be advertising to this as well. We want your potential customers to find you and see first hand your service or product.

Our show is successful because both merchant and customer are important!

GENERAL SHOW INFORMATION

- Each merchant receives a list of all Brides, Grooms, Special Events that resister, including address, phone and date of wedding or special event
- **LARGE ADVERTISING BUDGET!!!** TV, 3 radio stations, newspapers, 10,000 flyers
Wichita Bridal Show web site and 360wichita.com
- Fashion Stage shows by Models & Images
- Show hours: Saturday 10 - 4 Sunday 12 - 4
- Set-up Time: Friday 2pm - 10pm and Saturday 7am - 9am
- Grand Prize Giveaways
- 10'x10' booth space furnished with back and side drapes plus 8' skirted table, 2 chairs and sign with your business name
- Choice of booth from available spaces when a \$225 deposit received

Show rates: \$400 per booth space if deposit made & full balance received by 6-15-10 OR \$450 PER BOOTH SPACE IF FULL BOOTH BALANCE RECEIVED AFTER 6-15-10.

Our goal is to provide the best show in which both the merchant and customer can benefit!!

For more information call: 316-684-1811 Alpha Promotions Cindy Uloho
www.wichitabridalshow.com

Wichita Bridal Show

Bridal and Holiday Expo 2010

Alpha Promotions

(316) 684-1811

228 N Chautauqua, Wichita KS 67214

info@wichitabridalshow.com

WichitaBridalShow.com

New Website Advertisement Reservation

We've recently changed our website, creating new choices to expand advertising opportunities. Each participating business will be provided a basic listing. Additional opportunities to maximize your business' exposure include Premium Listings, Category Sponsors, and Website Sponsors.

July 24th & 25th, 2010 at Century II

Number of 10x10 Booths (per booth) \$400
(\$450 after 6/15/10)

FREE Basic Website Listing \$49

FREE Expo Door Brochure Listing \$10

FREE Sign, Pipe & Drape \$65

FREE Table, 2 Chairs & Waste Basket \$49

FREE Database Exclusive to our Exhibitors \$399

Premium Website Listing \$99
(Logo, Image, and Description)

Category Sponsor \$199
(Sponsoring includes complimentary Premium Listing)

Site Sponsor \$249
(Constant front-page advertisement and a Premium Listing)

Basic Listing *

- Business Name, Address and Phone Number
- Representation in **1** business category

Premium Listing *

- Business Name, Address and Phone Number
- Business Logo and Photo
- Detailed, Customized Business Description
- A Google-created map to your business!**
- A link from our website to yours!***
- Representation in up to **3** related business categories

Category Sponsor *

- All benefits of a **Premium Listing** for your business
- Custom Banner on your Main Category
- **Exclusive** listing in your Main Category
(Only **one** sponsor per category, first come, first serve)

Site Sponsor * (Only 2 sponsors per show)

- All benefits of a **Premium Listing** for your business
- Custom Banner displayed on front page of web site

* - Listings and Sponsorships are valid from 3/1/10 through 10/31/10 with paid deposit and associated site fees. (Approx. 8 months)
** - If business address is listed.
*** - With reciprocating link to our site on your business' website.
**** - Excluding Category Sites and Blog.

The advertising market has changed; today's couples utilize the internet more than any other medium to plan their wedding event. We are changing and growing with that market. Being listed on the website provides prospective clients the ability to discover businesses they can interact with during their Bridal Expo visit. It allows them the opportunity to find you, then to actually experience what it is that your business can provide for them while working with you directly. After the Expo, they continue to contact you through the website to actually coordinate the plans for their event and the services you can provide them. Only the businesses attending Wichita's Bridal and Prom Expo will be afforded the opportunity to be listed on this website. The site provides the ease-of-access the internet is associated with, as well as the direct, local-market advertising you've come to expect from traditional radio, TV, and newspaper advertising. The importance of seeing you listed online for a venue where customers can come interact with your business in a one-stop, convenient setting cannot be overstated. It *will* bring customers to your business.

By placing your business on the Wichita Bridal Expo's website, you'll be furthering your exposure to your ideal demographic. Last year, nearly 800 Brides attended the July Expo. That doesn't include the friends, sisters, mother and fiancé that accompanied her! The old site had over 8,000 unique hits, with an additional 45,000 page views, *before* the site was rebuilt and heavily promoted. This is heavy traffic from interested local customers!

Exciting Changes to the *new* WichitaBridalShow.com Website!

With a Premium Listing, you now have a large custom section of the site devoted to your business. A photo and description of your business are accessible in real-time, allowing you write your own detailed initial business description. Additionally, you will have the ability to update your page with information regarding specials, sales, or products and services as seen fit by you, the business owner. Your listing may only advertise your business alone, in accordance with the rules of the Bridal Expo.

Be a part of our new Blog, which includes not only industry professionals, but also Brides and Grooms and other interested readers!

With a Premium Listing, a link to your business' website from your section, and a Google-generated map from the Bride's location to your listed business location. Enhance your business exposure by placing yourself in an easy-to-locate, readily accessible, highly advertised website aimed directly at prospective area customers.

Wichita Bridal Show

Bridal and Holiday Expo 2010

Century II

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_____ Premium Website Listing \$99
 (Logo, Image, and Description)

_____ Category Sponsor \$199
 (Sponsoring includes complimentary Premium Listing)

_____ Site Sponsor \$249
 (Constant front-page advertisement and a Premium Listing)

 _____ Booth Deposit Paid (\$225 per booth)

_____ Website Selections Paid
 (Must be paid in full to have listing placed online)

_____ Subtotal **Date Paid**

_____ Total Paid _____

_____ Balance Due _____

 Listings and Sponsorships are valid from 3/1/10 through 10/31/10 with paid deposit and site fees. (Approx 8 months)
 - Listings will begin March 1st and run through Oct 31st
 - Listings will be posted on March 1st if deposit received
 - If deposit not received by March 1st, listing will begin on the date received, but will run no longer than Oct 31st
 - Listing will be removed if not paid in full by July 1st

Premium Listing *

- Business Name, Address and Phone Number
- Business Logo and Photo
- Detailed, Customized Business Description
- A Google-created map to your business!***
- A link from our website to yours!****
- Representation in up to 3 related business categories

Category Sponsor * (includes benefits of Premium Listing)

- Custom Banner on your Main Category
- **Exclusive** listing in your Main Category
 (Only **one** sponsor per category, first come, first serve)

Site Sponsor * (Only 2 sponsors per show, includes Premium benefits)

- Custom Banner displayed on front page of web site
- Banner also displayed on most of site's other pages****

* - Listings and Sponsorships are valid from 3/1/10 through 10/31/10 with paid deposit and associated site fees. (Approx. 8 months)
 ** - If business address is listed.
 *** - With reciprocating link to our site on your business' website.
 **** - Excluding Category Sites and Blog.

Credit Card Information (Visa or MasterCard only)

Card Number: _____

Exp Date: ____ / ____ / ____ Security Code: _____

Name as Listed on Card: _____

Address of Card: _____
 Street Address

_____ City State Zip

Business Name: _____ **Business Category: (1)** _____

Contact Name: _____ **(2)** _____

Email Address: _____ **(3)** _____

Business Website: _____ **Payment Method: CREDIT CARD or CHECK**

Business Address: _____
 Street Address City State Zip

Mailing Address: _____
 Street Address City State Zip

Business Phone: (____) _____ - _____ **Signature:** _____

Cell Phone: (____) _____ - _____ **Date:** ____ / ____ / ____