



# BRIDE EXPO

Southern California

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Updated online at [www.brideworld.com/media.mv](http://www.brideworld.com/media.mv)

BRIDEWORLD

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Aug. 29th	<a href="#">Greater Orange County</a>	Anaheim Sheraton Park Hotel	100 Exhibits	400 Brides/1,800 Women*
Sept. 26th	<a href="#">Inland Empire</a>	Riverside Convention Center	90 Exhibits	400 Brides/1,800 Women*
Oct. 10th	<a href="#">Los Angeles County</a>	Pasadena Convention Center	150 Exhibits	600 Brides/4,000 Women*
JAN. 2011	<a href="#">Coastal Orange County</a>	Costa Mesa O.C. Fair Event Center	150 Exhibits	500 Brides/3,000 Women*
JAN. 2011	<a href="#">Inland Empire</a>	Ontario DoubleTree Hotel	100 Exhibits	500 Brides/3,000 Women*
JAN. 2011	<a href="#">Los Angeles County</a>	Los Angeles Convention Center	200 Exhibits	1200 Brides/8,000 Women*



## The Biggest & Best wedding planning Expos!

For San Diego County Expos visit [www.bridalazaar.com](http://www.bridalazaar.com)



### MARKET

Join today's leading professionals in the HOTTEST bridal markets. Los Angeles, Orange, Riverside and San Bernardino counties combine for approximately 70,000 nuptials per year.

### BENEFITS

Experienced industry professionals create immediate sales by reaching thousands of attendees—motivated brides, grooms, wedding attendants, and family members. Companies researching new products and services, gather unique, on-the-spot, feedback and research, in one day!

### THE BIG SECRET

The secret to the southland's highest attended bridal expo is advertising—a quality campaign that attracts literally thousands of new brides-to-be. Each year BrideWorld invests over \$500,000 in expo production costs that include broadcast radio, high-circulation bridal magazines, online search engines, online social networking, leading web sites, freeway-visible billboards, direct Email, and direct mail brochures.

### ATTRACTION

BrideWorld creates a well balanced, local-market event with the largest selection of exhibiting companies and attraction in the industry. Attending brides-to-be experience a productive shopping environment. They discover an adequate selection of wedding professionals and find comfort in setting individual appointments. Exhibiting companies experience higher than expected contacts and sales while qualifying clients face-to-face.

### EXHIBIT SPACE

Each exhibit space includes one table (white skirting and cover), up to two chairs, back and side convention-style draping (8' high rear divider, 3' high side divider) and FREE passes for your wedding-planning clients. Electrical access, additional tables, and mailing lists are available for a nominal fee, and MUST be ordered with exhibit contract to ensure availability.

### LEAD LISTS

A compiled list of brides and grooms is available, for a nominal fee. Data files are sent via Email, and importable into your applications on Mac and Windows platforms. Mailing Lists are forwarded within three to five working days. Phone numbers are not collected. Emails are collected through an opt-in process. Order in advance with exhibit space contract.

### ADDED VALUE\*\*

Upon returning your exhibit space contract you'll receive:

- FREE Basic Listing (6-month) at BrideWorld.com (\$100 value).
- FREE Basic Listing in the BrideWorld Expo Program. (\$40 value).
- FREE Basic Listing (12-month) BrideWorld Wedding Planner workbook (distributed at all BrideWorld Expos. \$100 value.)

The sooner you commit to exhibit space, the sooner you benefit. Take full advantage of all Added Value advertising, by signing up early and paying in convenient installments. Many businesses discover that FREE Added Value advertising can generate ample revenue to cover all exhibit rental costs.

### LIMITED COMPETITION

BrideWorld imposes a quota, limiting the number of participants within recognized business categories. This policy produces excellent results for exhibitors. Space is reserved on a first-come, first-served basis. Call Now!

### PRICING

Based upon decades of industry experience, BrideWorld continues to deliver record-breaking results, while maintaining competitive pricing.

Don't let a "Too Good To Be True" sales pitch dull your business sense. Before investing hundreds of dollars ask for dozens of local references (participating companies), the actual number of participating companies at the last expo, and the approximate bridal attendance at the last local expo. Call the references received. Speak to at least five previous exhibitors. BrideWorld.com displays all participating exhibitors online (see added value topic above). After a little research you'll agree that BrideWorld is your best value.

Hundreds of savvy managers have done their homework...

### EXHIBITOR TESTIMONIALS

"I love the face-to-face selling and feedback!" — Debra's Dreams

"More brides than I can talk to in one day!" — Balboa Inn

"By the end of the expo we've set hundreds of appointments!" — Friar Tux Shops

"With the cost about \$1 per bride, it's a no brainer!" — SoundWave Productions