

Wedding Dreams Bridal Expo

2009 Exhibitor's Information Pack

WHERE & WHEN

The Wedding Show's Wellington Event is the 'Wedding Dreams Bridal Expo'. It will be at the magnificent TSB Bank Arena (Queen's Wharf Event Centre) on Sunday 29th March 2009 from 9am until 4pm.

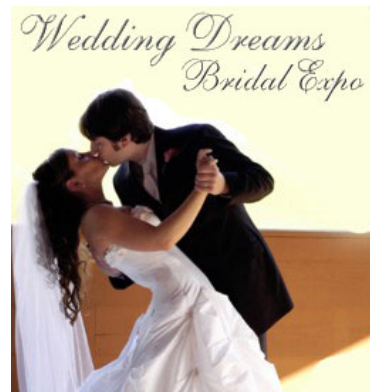
Why there? The **TSB Bank Arena** is Wellington's largest room for formal dinners and exhibitions, with over 2160 square metres of pillarless display area and a modern, aesthetically pleasing entrance in the heart of the city. Both CafeNet and Telecom Wireless HotSpots mean exhibitors can be wirelessly connected to high-speed internet easily.

It's interior shape makes it perfect for a simple up and back type of layout, so every expo attendee can see each exhibitor twice- once on the way in and once on the way out. This allows for maximum opportunities for exhibitors and attendees alike to make sure that nothing's missed. Most wedding show venues have an awkward layout which can mean that groups of exhibitors get missed altogether, while others are swamped and have no time to talk to genuine prospects.

The central location and convenience of underground parking make the TSB Bank Arena a wonderful destination for attendees and the venue's entrance is refreshingly attractive and modern. Limousine and marquee companies will be delighted to be able to set up indoors with the other exhibitors- no more standing around in the cold and the wind!

WHY "WEDDING DREAMS" WILL WORK FOR YOU

- Tapping into years of experience with wedding shows and over 20 years in the wedding industry, THIS expo will be extremely well run, extensively promoted and an enormous success for you.
- The major wedding show of the year, perfectly timed to talk to couples about the 2009/2010 wedding season.
- ONE show day, so you're not tied up on a potentially busy Saturday. Experience has shown that two days doesn't generate any more visitors and it's so much tougher on exhibitors, especially out-of-towners.
- An unrivalled advertising campaign across a range of media including nationwide graphic tile advertising on Yellow Pages Online and paid-submission Google advertising. The website is already attracting spectacularly great Google rankings. Press and media campaigns are also planned, including a major radio campaign on Classic Hits 90 FM and 91ZM and possible high-visibility TV advertisements.
- A link to your website from this site to help your search engine rankings and drive targeted web traffic your way.
- More new prospects in one day than you could meet in months and your brand in front of hundreds of brides in one day.
- Allows you to outshine the competition on the spot!



Why "Wedding Dreams" will work for you continued...

- Great relationship building opportunity with brides and fantastic networking opportunities with other exhibitors– referrals are valuable. Expect to meet a very high calibre of wedding vendor at this show.
- Allows brides the opportunity to smell, feel, taste, hear and meet the best available for their wedding.
- First rights ahead of new exhibitors to a booth at the next Wedding Dreams Bridal Expo in Wellington in March 2010. This will be the first major wedding show in the Wellington region for the year and one not to miss!

We know a great wedding show is more than just numbers through the doors. At Wedding Dreams Bridal Expo' the focus is on being the best, not the biggest. We want *you* the exhibitor to have the best overall experience from our show and to feel that you *want* to exhibit with us, rather than feeling you *have* to exhibit with us.

BOOTH PRICING

Standard booth sizes are 3 metres wide x 2.4 (or 1.8 metres) deep. Each booth will have two 150w spotlights, a 10 amp 4 way switchable multi-box for power and a sign with your company name for no additional cost. Walls are charcoal panels and are velcro receptive. Each standard booth is \$1000 (+GST) and other sizes (for example 6 metres wide, 9 metres wide, etc) will be available with pricing by request. Limousine and marquee pricing by application. A limited number of boutique 1.8 metre x 1.8 metre booths are also available for \$600 (+GST) each.

Booths will be allocated by first in, first choice. Please don't hold off for last-minute discount deals on booths as this will not be offered. Payments can be made by PayPal on the website, or other payment options are on the booking form.

SPONSORSHIP

Generate additional visibility and awareness for your business by supplying goods for our show bags. These elegant (and environmentally friendly) fabric shoulder bags will be handed out at the door to show attendees. Contact the show organiser for details.

Value giveaways to put in the first 100 to 150 bags are also sought. If you've got something you feel you'd like to put into these bags, please also contact us. This is an unprecedented opportunity for high-value marketing to a very targeted audience.

CLASSIQUE BRIDAL FASHION PARADES

There will be professionally organised shows on a catwalk at 11am and 2pm. If you'd like to be involved in this, please contact us quickly as places are extremely limited. As in Auckland at our Aotea Centre show, there will be choreographed music, a professional Master of Ceremonies and a lot of fabulous exposure for your fashion. Talk to us about getting YOUR couture and brand in front of this target audience!

HOW TO RESERVE YOUR SPACE

Complete the Exhibitor Agreement, pay your booking fee of \$337.50 (\$300+GST) and get it back to *ShowPro Ltd, P O Box 44197, Lower Hutt 5040* immediately. Your choice of booth will be confirmed in writing and your balance payment will be due before the show, by 6th March 2009.

Don't delay- there are limited sites available and we'd love to have you involved in this wonderful day!

This upmarket Wedding Show is proudly organised, promoted and run By ShowPro Ltd, a private family-owned Wellington company. Our next show is booked for March 2010 - more details to come!

