

17<sup>th</sup> ANNUAL

SOUTHERN  
NEW ENGLAND

# BRIDAL EXPO



*One Day, One Location,  
Hundreds of Eager  
Brides and Wedding  
Decision Makers on Hand!*

**Sunday, January 9, 2011**

**Rhode Island Convention Center**

**10:15 am – 5:00 pm**

Sponsored by:



FROM THE EDITORS OF **Rhode Island**  
**BRIDE**  
RIMonthlyBride.com

Managed by:  
**QUALITY EVENT MANAGEMENT**  
3970 Post Road  
Penthouse #2  
Warwick, RI 02886  
401.885.8788  
www.snebridalexpo.com



17<sup>th</sup> ANNUAL  
SOUTHERN  
NEW ENGLAND  
**BRIDAL  
EXPO**

**Announcing  
the 17<sup>th</sup> Annual  
Southern New  
England Bridal Expo,  
the largest bridal show in  
Southern New England and the only bridal extravaganza  
held at the Rhode Island Convention Center.**



**The Southern New England Bridal Expo...  
Increase Sales and Generate Leads!**

- ❖ The 2010 Bridal Expo attracted more than 130 exhibitors, making it the biggest show in Southern New England. The entire event is designed specifically to increase your business and generate qualified leads from a diverse audience of prospective buyers in Southern New England.
- ❖ Over 1,700 brides, grooms, mothers and bridesmaids attended the 2010 show, drawing more decision-makers to one location than any other competing event.
- ❖ Want to make direct sales at the show? The Sunday January 9, 2011 date offers you the exclusive opportunity to meet with the newest brides-to-be. The Bridal Expo is strategically synchronized with the holidays providing you the opportunity to reach your demographic early in the season without interfering with your valuable Saturday business.



**Read what our 2010 exhibitors had to say!**

*"I've been doing the SNE Bridal Expo for close to ten years and always get a great response from it. It's well-run and well-attended. In this economy, making the right choices for my advertising dollars is crucial and I know I can count on the SNEBE to positively promote my business."*

**Tom Valentino, Valentino Photography**

*"I have been a part of the Southern New England Bridal Expo for several years, and it gets even more exciting each year! The traffic is great...brides seem to know this is the "in" show! It has been proven to be the best form of advertising for my business!"*

**Rhonda Marzetta, Simply Invitations**

**Exhibitor Benefits**

- ❖ The new and improved special edition, full-color show guide was a resounding success so we're bringing it back again this year. This high-quality, full color, magazine stock program guide is produced by the Providence Journal and is a special section in The Providence Sunday Journal on January 2, 2011. This guide provides a great opportunity to increase your exposure at and before the show by taking advantage of advertising space in the guide. All exhibitors contracted by December 8th will receive a 1/8-page ad in four colors, complete with free creative services. New this year, the program guide will be online at [projo.com](http://projo.com) from January 1st to the 9th and will include your ad.
- ❖ The official program guide is also distributed at the Expo.
- ❖ Complimentary website listing and hyperlink to your website from the user-friendly Official Show website at [www.snebridalexpo.com](http://www.snebridalexpo.com).
- ❖ Complimentary show posters to proudly display at your place of business prior to the show.
- ❖ Discount admission tickets to provide your customers and prospects with reduced admission to the show.
- ❖ **MORE FABULOUS GRAND PRIZES AND EXHIBITOR GIVEAWAYS!**



**2 Fashion Shows**

Visit [www.snebridalexpo.com](http://www.snebridalexpo.com)  
for ongoing show updates, and this year's  
new on-line booth selection process,  
now accepting credit cards for your convenience.

- ❖ **OFFICIAL BRIDE LEAD DATABASE** An official registration booth, outside the main entrance to the Bridal Expo, will be professionally staffed with computer terminals to capture and verify the contact information provided by the registering brides onsite; greatly improving the quality and quantity of the leads and expediting the process so you get the qualified leads FASTER!
- ❖ **TWO FASHION SHOWS!** Take advantage of the opportunity to participate in two professionally produced fashion shows with professional models. The 1:00 p.m. and 4:00 p.m. shows will entice attendees to stay longer, increasing your opportunity for direct sales. Contact Gail DeFelice for more details. [gail@qemonline.com](mailto:gail@qemonline.com) or 401.885.8788 x13.

### Our Proven Marketing Strategy

The Southern New England Bridal Expo is the most-extensively promoted bridal show held in Southern New England.

### PRINT

#### THE PROVIDENCE JOURNAL *Southern New England's largest newspaper*

- ❖ Early contracted exhibitors will be featured in pre-event promotion in The Providence Journal.
- ❖ Exhibitors contracted by December 8th, 2010 will have an 1/8-page color advertisement in the Providence Journal's Official pre-show newspaper (January 2nd Sunday Providence Journal), on-line guide on [projo.com](http://projo.com) the week of January 1st to 9th and the on-site show guide.

#### RHODE ISLAND MONTHLY'S BRIDE

- ❖ Rhode Island Monthly promotes the Southern New England Bridal Expo in its BRIDE issue as well as in regular monthly issues of *Rhode Island Monthly* magazine (40,000 circulation; more than 200,000 readers).
- ❖ *Rhode Island Monthly's* BRIDE is distributed to 25,000 brides every year (including all Bridal Expo attendees), and is available at more than 130 newsstand locations throughout the market.

### SOCIAL MEDIA

- ❖ Look for us on Facebook and Twitter for free tickets, chats and blogs! Link your business Facebook page to ours for more exposure and instant Expo news and updates!



### TELEVISION

- ❖ CW28 – advertised during all time slots. Advertising starts two weeks before the show!
- ❖ The Bridal Expo will be advertised on an additional television network soon to be announced.

### RADIO

- ❖ Extensive radio advertising will be prominent on WBRU and other major Providence radio stations soon to be announced.

### INTERNET PRESENCE

- ❖ The official Southern New England Bridal Expo web site in partnership with The Providence Journal and RI Monthly's Bride website, ([projo.com](http://projo.com) and [RIMonthlyBride.com](http://RIMonthlyBride.com), respectively) will harness the full potential of the internet to better serve your marketing needs. The Expo will be featured on numerous event calendars.
- ❖ All exhibitors will be listed on the Southern New England Bridal Expo website with a free hyperlink!
- ❖ Discounted admission coupons, available on the website and Facebook & Twitter, will be promoted in all Bridal Expo advertising.

### Booth Package and Cost

- ❖ Booth unit includes:
  - 6' draped table (white)
  - 8' back drape (burgundy)
  - 2 chairs
  - 1/8-page, full-color ProJo ad
  - On-line guide in [projo.com](http://projo.com)
  - 3' side drape (white)
  - Interior booth carpeting
  - Company identification sign
- ❖ Electricity is not included - Information is on its respective link on the Official Expo website.
- ❖ 9' x 9' space is \$1,175.00...a decrease from last year's price! Space in excess of 81 square feet is charged at \$14.54 per square foot. There is a 10% discount for exhibitors who contract more than 161 sq. ft. There is an additional \$60.00 charged per booth unit for each corner booth.
- ❖ The 2010 show is being held in Halls C & D, which allows for easy access and/or special vehicles to be displayed.
- ❖ Advertising in numerous bridal websites, as well as [craigslist.com](http://craigslist.com) event listing.



Reserve your space today!  
Visit [www.snebridalexpo.com](http://www.snebridalexpo.com). Live real time floor plan  
and booth registration is now available.  
Credit cards and e checks can be used to secure your booth.

Contact Gail DeFelice  
Tel: (401) 885-8788 ext. 13 • Fax: (401) 886-8020  
E-mail: [gail@qemonline.com](mailto:gail@qemonline.com)