



18th ANNUAL

SOUTHERN
NEW ENGLAND

BRIDAL EXPO

Sunday, January 8, 2012

**Rhode Island
Convention Center**

10:15 am – 5:00 pm

*One Full Day,
One Great Location,
Hundreds of Excited Brides
and Wedding Decision-Makers
in Attendance*



Sponsored by:



Managed by: **QUALITY EVENT MANAGEMENT**

3970 Post Road, Warwick, RI 02886

401.885.8788 • www.snebridalexpo.com

18th ANNUAL
SOUTHERN
NEW ENGLAND
**BRIDAL
EXPO**

**Announcing
the 18th 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 2011 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 2011 show, drawing more decision-makers to one location than any other competing event.
- ❖ Want to make direct sales at the show? The Sunday January 8, 2012 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 audience early in the season without interfering with your valuable Saturday business.



Read what our 2011 exhibitors had to say!

"I have been participating in the Southern New England Bridal Expo for over 10 years. In my opinion it is the #1 show in the area. I don't think twice about re-booking every year. I get more business from this show than any other show I've done".

Eileen Brandao - Simply Dainty

"We are always thrilled with the results we get from the Southern New England Bridal Expo. The show is our one and only show each year. It is run professionally and the Convention Center is always helpful in getting our merchandise in and out of the hall without a fuss. It's a great show".

Pat Wishnovsky - Wishing Well Bridal

"The Southern New England Bridal Expo is a first class show. The brides and grooms are quality leads and we get a lot of business every year. It's definitely worth the investment".

Dan Harris - Carl Anthony Tuxedos

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, magazine stock program guide is produced by the Providence Journal and is a special section in The Providence Sunday Journal on January 1, 2012. 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 6th will receive a 1/8-page ad in four colors, complete with free creative services. Again this year, the program guide will be online at projo.com from January 1st to the 8th 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.
- ❖ 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.
- ❖ Exhibitor prize giveaways receive exposure on the show web site and in the Official Program Guide. Those offering prizes valued over \$1,000 receive extra exposure at the fashion shows and expanded website ads.



Visit www.snebridalexpo.com
for ongoing show updates. Again this year
we feature on-line booth selection with
credit card payments 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 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.

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 and paid by December 6th, 2011 will have an 1/8-page color advertisement in the Providence Journal's Official pre-show newspaper (January 1st Sunday Providence Journal), on-line guide projo.com the week of January 1st to 8th and the on-site show guide.

SOCIAL MEDIA

- ❖ Look for us on Facebook. Check in often for free tickets and show updates. Link your business Fan Page to ours for more exposure to prospective brides.

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 (projo.com) 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 website. Exhibitors with a website will receive a complimentary hyperlink to their site. If your booth prize giveaway totals over \$1,000 you'll receive a complimentary block advertisement featured prominently on our home page!
- ❖ Expo advertising will feature discount admission tickets on our website, as well as on our Facebook Fan page."



Back by popular demand! A Wine & Cocktail Tasting Pavillion.

This new feature was a huge success last year, and a fine addition to complement our attendees' experience. Appearing at the Pavillion last year was *Wedding Cocktail Design's* Jonathan Pogash, a.k.a. "The Cocktail Guru". Jonathan is a frequent guest on NBC's *Today in New York* program. Several local vineyards, all offering wine suggestions and tastings for only \$5 per guest, were also in attendance.

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
 - 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 \$1,230.00. Space in excess of 81 square feet is charged at \$15.10 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 2012 show is being held in Halls C & D, which allows for easy access and/or special vehicles to be displayed.



Reserve your space today!
Visit 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