

The Phoenix 
 Bridal Show

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Thank you for your interest in the Phoenix Bridal Show. We strive to make this a rewarding experience for vendors and brides-to-be. You are our success!!

Bridal Show Dates & Location:

Sunday; February 12, 2017 The Phoenician Resort

Sunday; June 25, 2017 The Phoenician Resort

Sunday; October TBD, 2017

| <u>Booths</u> | <u>Description</u> | <u>Price</u> |
|---------------------|--|--------------|
| Half Booth | 8x5 exhibit space includes 4ft. draped table, (1) chair, wastebasket, 8' pipe and drape backdrop, side railings and a 7" x 44" I.D. sign with company name and booth number. | \$795 |
| Standard Booth | 8x8 exhibit space includes 6ft. draped table, (2) chairs, wastebasket, 8' pipe and drape backdrop, side railings and a 7" x 44" I.D. sign with company name and booth number. | \$1,095 |
| Corner Booth | 8x8 exhibit space includes 6ft. draped table, (2) chairs, wastebasket, 8' pipe and drape backdrop, side railings and a 7" x 44" I.D. sign with company name and booth number. | \$1,195 |
| Foyer Booth | 8x8 exhibit space includes 6ft. draped table, (2) chairs, wastebasket, 8' pipe and drape backdrop, side railings and a 7" x 44" I.D. sign with company name and booth number. | \$1,295 |
| Double Standard | 8x16 exhibit space includes (2) 6ft. draped table, (4) chairs, wastebasket, 8' pipe and drape backdrop, side railings and a 7" x 44" I.D. sign with company name and booth number. | \$2,190 |
| Bridal Bag No Booth | Bridal Bag Program without booth includes bride list. | \$595 |
| | <ul style="list-style-type: none"> Electricity is available for an additional charge | |

Advertising

The Phoenix Bridal Show promotional campaigns include radio, television, outdoor media, direct mail, Internet, all of Arizona's local bridal magazines, The Knot.com, WeddingChannel.com, WeddingWire.com, Social Media plus many other wedding related websites. \$2.00 off admission coupons are distributed to various businesses. We generally, through Press Releases draw local television stations' attention the day of the show.

Attendance

The Phoenix Bridal Show averages 650+ registered brides with approximately 1,200 in total attendance per show.

Leads

A lead list will be e-mailed to each vendor in excel format in 10-14 days following the show.