



Want to know what every
bride is looking for?

They're looking for *YOU*...
...at the Blue Ridge Bridal Shows

May 17, 2009
Charles Town Races and Slots, Charles Town, WV

July 11 - 12, 2009
I-66 Corridor and Virginia Vineyards Bridal Tour

September 20, 2009
The George Washington Hotel, Winchester, VA

October 25, 2009
Morven Park - Leesburg, Va

January 24, 2010
The Sportsplex, Winchester, Va

Hundreds of brides await you at the 2009-2010 Blue Ridge Bridal Shows. You may choose one show, two, or all five depending on the geographic market you would like to reach. There will be special pricing available for multiple shows. Call us for more information on these promotions!

540-667-5956 or info@blueridgebridalshow.com.



Reasons to Exhibit!

The Only Bridal Shows **Marketing** the Northern Blue Ridge – Shenandoah Valley as a Wedding Destination Region!

- Meet Brides who are Targeted on the Wedding Location of their choice!
- **Network** with Exhibitors to Expand your Territory and Sales Force!
- Gain **Competitive Edge!**
- Offer Show Day **Incentives!**
- Introduce **New Products** or Ideas!
- Maintain **Industry Exposure**
- Get Year Round Exposure on the Region's only Wedding Resource Guide!
- Free Membership in the Blue Ridge Wedding Networking Forum!

"I just wanted to send my thanks for a fabulous show. I received several new clients as well as booked 3 of the girls who were just inquires with me prior to the event. This was a great investment for me in many ways. I loved working with Blue Ridge Bridal; not only was this event extremely well managed it was a complete pleasure." – Holly Heider Chapple, Holly Heider Chapple Flowers

"The Blue Ridge Bridal Show was a fantastic choice for us. Not only were we able to book a number of bridal parties for the year but we thoroughly enjoyed networking with other industry vendors! See you next year!" – Carolyn Webber – Le Papillon Day Resort

"A fabulous marketing opportunity!" – Lauri Bridgeforth – Full Frame Photography

"I am so pleased with the growth of the show – our goal is to not only serve the local wedding couples but to also market this region to the Wedding Couples looking for a Unique Beautiful Destination Wedding. Our attendance has increased each year. Our marketing strategy is working! Over 23% of our brides coming to our large arena show were from Northern Virginia and the Metropolitan area. My goal is to keep the web site live year round with seasonal shows and a marketing commitment to promoting these vendors year round." – Nancy Craun – Encore Event Partners

Demographics of Our attendees:

- 95%** Attend with a minimum of two guests – parent, groom, attendants, friend, etc
- 60%** Looking for wedding sites and rehearsal dinners
- 23%** Have driven over an hour to attend the shows
- 90%** Looking for Honeymoon Locations
- 80%** need to book Photographers, Florists, and Musicians

Goals of the 2009-2010 Shows

- Increase attendance to of Wedding Destination Brides through expanded coop advertising campaign
- Expand the Blue Ridge Wedding Forum for professionals to meet once a quarter.
- Launch [www.blueridgefinest](http://www.blueridgefinest.com) attending regional bridal shows to promote our BRBS exhibitors

www.BlueRidgeBridalShow.com



blue ridge bridal showcase

Getting More Exposure at Our Shows

Sponsor Category Opportunities

Premiere Exhibitors qualify for additional advertising exposure opportunities outside the web site to include

- attend other Bridal shows with Blue Ridge Finest on the Eastern Coast
- be showcased in the Blue Ridge Bride Newsletter
- be a Speaker at the Blue Ridge Invitation Silver Suitcase Teas at each Bridal Boutique Show
- Receive a free Color Banner ad on the web site linking to your web site (These spots are limited)
- Be showcased on Radio Ads with our Year Round Promotions and prior to the each Bridal Show

Contact info@blueridgebridalshowcase.com for more information.

2009 Non-Exhibitor Opportunities

There are some businesses that will not participate in our shows but would like to participate as sponsors of our advertisement campaigns and also in our Prize and Gift Promotions.

Please call if you are interested – 540-667-5956

2009 Launching of BlueRidgeFinest.com

2009 is the Launching of our National and Regional Web Site - www.blueridgefinest.com. This site covers how to live, to visit, or to tie the knot in the Blue Ridge. Its purpose is to market and brand the Blue Ridge Shenandoah Valley to include:

- Interstate 81 from Hagerstown to Harrisonburg
- Interstate 66 from Front Royal to Haymarket
- State Route 340 from Jefferson County, WV to Elkton, Va
- Western Loudoun County and Fauquier County

To meet your needs, we are growing and expanding our shows to cover this geographic territory.

What Makes the Boutique Shows Special!

Encore's Boutique Shows concentrate on the sites and vendors who serve the geographic area of the show. The shows are small with a limited number of industry professionals participating in each category. The brides who attend these shows come because they are interested in this geographic area. They are focused and driven to learn more. Unlike the large arena shows, these brides are not just looking but very directed in their next move in planning their weddings.

- Brides are attracted to these shows
- Fresh New Bridal Show Experience unlike any other
- Attendees and Exhibitors are treated as VIP's
- A Natural Wedding setting inspires and relaxes guests
- Historic Charm and Southern Elegance are the perfect setting for any Wedding Professional
- Expands the "Blue Ridge Bridal Showcase" into new geographic areas covering the Blue Ridge – Shenandoah Valley to include Virginia, West Virginia, and Maryland.
- Located at five of the top facilities in the Blue Ridge Area
- New and Enhanced Sponsorship Opportunities
- Launching of 2009 – 2010 Year Round Marketing Promotion at www.blueridgefinest.com

We are pleased to introduce our first of the Blue Ridge Bridal Boutique Fall SHOWS



Winchester, - September 20, 2009

The George Washington Hotel offer NEW OPPORTUNITIES -

- SECOND YEAR – SOLD OUT THE FIRST!
- RECEIVED THE "BEST" IN BOUTIQUE SHOW 2008
- First opening its doors in 1924 and reopening in 2008 as a Wyndham Historic Hotel, the George Washington Hotel is truly Winchester's Grand Hotel already hosting in its first year countless wedding receptions
- First National Wedding Destination in Winchester, Virginia
- Easy Driving Distance from Dulles, National and BWI airports
- 6.600 sq ft of superb space including a Grand Ballroom and Garden Tea Room.
- Historic Charm and Southern Elegance are the perfect setting for any Wedding Professional.
-

The George Washington Hotel is in Downtown Winchester. The GW offers an upscale environment reflecting the historic elegance of Winchester's past. Exhibitors will be showcased in the Grand Ballroom as well as we will be using the smaller Ballroom with Pocket Garden for our Silver Suitcase Educational Moments and Giveaways while the attendees relax with Tea and Confections. Less than an hour from Dulles Airport, 30 minutes from Leesburg and Loudoun County Vineyards and Charles Town's Horse Racing and Slots, the GW attracts brides desiring to be married in a quieter yet sophisticated setting the Blue Ridge Region offer. The Boutique show offers wedding venues and wedding professionals a great opportunity to expand their exposure to many brides.



blue ridge bridal showcase

Each Exhibitor Receives:

FURNISHED EXHIBIT SPACE

When you arrive at the show, your space will be furnished with a table, linen and chair. There will be no draped back wall or pipe and draping. Three Table Sizes are available.

LISTING IN THE SHOW PROGRAM

Attendees will use the program to navigate the Show floor and to take part in the prize giveaways. Your listing will include your company name, the Name of a contact person, address, phone number, and a website address. **Increase your visibility with an ad in the program! Ad space is very limited!**

VIP INVITES AND PROMOTIONAL MATERIALS

As an exhibitor, you are one of the most powerful tools for bringing brides to the show. We will provide you with free VIP Invites to let your clients know that you will be participating in the shows. These VIP Invites give your brides special priority at the show and immediately entitle them to be a Silver Suitcase Participant.

BRIDE CONTACT LIST

We collect information from each bride as to her interests, vendors she is looking to book, wedding date, and more. We provide each exhibitor with a copy of this list in a popular spreadsheet format. It is available on labels, a CD, or in printed form for a minimal additional cost. See order form for details. Please be aware we must have approval of brides to provide you with this information.

LISTING ON THE SHOW WEBSITE

You will receive one year of free advertising on www.blueridgebridalshow.com. in the category of your choice per show. Our stats show that thousands of brides visit our site prior to the shows. We are now going to have year round marketing of the shows thru our expansion of the number of shows and with our new marketing website – www.blueridgefinest.com.



"a great investment of our time and money"

Kimberly's

"Our profits have justified our investment. Our participation for the 3rd year is based on the excellent organization and advertisement of the show from start to finish."

**Mary June Williams,
Alpha Voyages Inc.**

For vendors booking multiple shows, call for special pricing. 540-667 5956



Custom Exhibit Spaces

The George Washington Hotel Boutique Bridal Show
September 20, 2009

Premiere Plus - \$1200.00

This is two 8' rectangular tables. All Premiere booths are in a premium location with high visibility. Linens and electric service are included. Premiere Plus Exhibitors will also have extra floor space equivalent to a 10 x 20 booth space. Participation in the Educational Moment is available upon request.

Premiere - \$795.00

This is one 8' table in higher visibility location. Linen and Electric service is included. Premiere Exhibitors will also have extra floor space equivalent to a 10 x 10 booth space. Participation in the Educational Moment is available upon request based on availability.

6' Table - \$600.00

This is one 6' rectangular table draped with Linen. Electrical Service is included but very limited. No floor space is included.

4 Foot Rectangular Table - \$450.00

This is one 4' rectangular table with linen. Electricity is not available with these tables. Chairs are available but limited space. No floor displays are permitted with these tables and height restriction is 4' from top of table.

Due to the beauty of these ballrooms – No Displays may not exceed 7 feet in height from the floor. No tall banners will be permitted. Signage is suggested by easel or table top.

Signage is the responsibility of the Exhibitor.



Show Program & Resource Guide Advertising

Increase your exposure with an ad in the Blue Ridge Boutique Show program. Our new design of the brochure limits the number of these ads to just five to seven. It is a valuable reference guide is distributed to show attendees and includes a directory of exhibitors. Display ads are great way to target these brides to remember your business after the show. Ads are black and white and \$125 for a full page and \$65 for a half page. Ads must be submitted in pdf format at **the time of sending the contract**. Ad sizes are 5 1/2 wide by 4 1/4 tall for a half page and 5 1/2 wide by 8 1/2 tall for a full page. Please submit your camera ready, black and white ad in a pdf format. Ads within one week of submission of your registration form.

We were able to spend more one-on-one time with potential clients without them, or us, feeling rushed. We actually booked two weddings that day! We look forward to participating in the next show."

Christina R. Smith
Regina M. Willard
Timeless Vision Photography

Prize Donations

Brides love to receive gifts so the George Washington Boutique Show will have several levels of prizes. Exhibitors giving prizes valued at \$500 and above will receive Media coverage. This year we are involving retail merchants as well as our wedding professionals; all exhibitors are required to provide one prize. You may also give a prize away at your booth and we will announce the winner if requested prior to the show. There is a direct correlation between the value of prizes given away and the level of attendance.

"We can always count on Encore to produce professional, successful events. Every event in which have been involved has led to direct leads and sales for Country Inn & Suites. At a recent event, we had generated enough business to pay for our participation before the doors even opened to the general public. We couldn't be more satisfied with the service and attention we receive from Encore."

Stephen Nerangis, General Partner **Country Inn & Suites, Winchester**

If you have any questions about exhibit space options, please feel free to call or email us.

**We can be reached at 540.667.5956 or
info@blueridgebridalshowcase.com**

EXHIBITOR REGISTRATION FORM

The George Washington Hotel Boutique Show



Legal Company Name _____
 Trade Name _____
 Address _____
 City _____
 State _____
 Zip _____
 Telephone _____
 Email Address _____
 Website _____
 Contact Person _____

George Washington Hotel

- () Premiere Plus \$1200
- () Premiere 8' Table \$795
- () 6' Table \$600
- () 4' Round Table \$450 electricity not available

Prize Information

One Prize is required to be given away with Silver Suitcase Giveaway at show. Please list prize information.

Grand Prize Participants giving prizes valued at \$500 or up will be in the Finalist Giveaway and receive Media coverage prior to show.

Booth Prizes Permitted. Please let us know if you need it to be announced.
 Yes No

OPTIONAL ITEMS

Electric Service available to all booths spaces except for 4' Rect Table. Please designate that you need electricity as limited availability.
 Yes No

Program Advertising

- Half Page (5.5" w x 4.25")
\$65 per show
- Full Page (5.5" w x 8.5")
\$125 per show

Mail, Fax or Scan/Email:

Blue Ridge Bridal Show
 P.O. Box 481
 Shepherdstown, WV 25443
 sales@blueridgebridalshow.com
 Fax 540.301.0407
 Ph: 540.667.5956

NOTE: For companies exhibiting at more than one show, please call for special promotional prices and payment options. 540-667-5956.

Exhibitor Investment

Fee for exhibit space – Boutique Shows _____
 Program Advertising _____
 Subtotal _____
 Sales Tax – 5% (VA) _____
TOTAL INVESTMENT _____

Payment Terms: First payment of 50% is due with registration. Balance is due 45 days prior to show. Payment in full is required if registering 45 days before show. Multiple Show Exhibitors have separate payment plans available. Visa, Master Card, and business check are accepted. Payments are non refundable. If paying by credit card, please provide card information.

Reminder – Program Advertising due at signing of contract.

Card Number _____ Exp _____
 Name on Card _____
 Billing Address _____
 Billing City _____ State _____ Zip _____
 Cardholder Signature _____

As an authorized representative for the exhibitor, I agree to the above terms. I agree that registration transmitted by facsimile or email shall be deemed an original document and enforceable there as.
 Authorized Representative (X) _____

Printed Name _____ Date _____