



# DC Centre Bridal Show

## Exhibitor Information

Thank you, for considering being an exhibitor at the DC Centre Bridal Show where we are serious about creating a profitable event for our exhibitors. Your success, is our success and that's why we make it affordable, convenient and fun! Please consider the following highlights of our show:

### ••• *Benefits*

- More brides = More opportunities. We average more total attendees at each of our bridal shows because it's free for the attendees.
- Our show is different. DC Centre's show is an open-air market concept, no pipe and drape which allows increased social interaction between guests and exhibitors.
- More for less. Exhibitors receive contact information for every bride that signs up for the show, and any guest that lists their information. Because, isn't everyone a potential customer?
- Focused leads. The audience you're trying to reach.
- Network with other industry professionals. Build referrals, add to your network and check out your competition.
- Build your brand. Every exhibitor's company information is available on the DC Centre Bridal Show website starting 90 days prior to the show and ending 90 days prior to the next scheduled show date.

### ••• *Numbers*

- Size matters. We average 450 - 650 attendees per bridal show.
- We don't recycle. We do not reuse bride contacts from show to show, so each show you receive a new lead list with no repeating contact information.
- Price matters. DC Centre's bridal shows are affordable compared to the cost of our competitors' bridal shows.

### • • • *Advertising*

- Advertising is included. DC Centre pays for the advertising of the bridal show. This includes local online event boards, The Knot and Nebraska Wedding Day websites, stationary and moving (city taxis) billboards.
- Social butterfly. We use our social media to interact with followers and inform them of the show. We also pay for ads on social media.
- Dedicated website. We created dcentrebridalshow.com as our bridal show website. Exhibitors can sign up and pay (no extra fees), brides can register and get show information. The site is up year round and promotes the next show as well as the current shows' exhibitors.



### • • • *Investment*

Bridal Show Exhibitor Package is \$500 single space/\$1000 double space. This includes:

- 8 ft. table with black floor length linen
- 2 Black Chairs
- Electricity, if required
- Attendee lead list
- Online advertising at dcentrebridalshow.com 1 year
- Continental breakfast provided by DC Centre
- Social Media Add-Ons available starting at \$50
- Inside show event participation add ons available starting at \$50

# Sample Vendor Layout

