

THE ULTIMATE BRIDAL SHOW

Living Arts Centre
April 1, 2017
9:00AM – 4:00PM



Intimate . Interactive . Entertaining™

Welcome to the Ultimate Bridal Show. The original wedding experience in Mississauga, Ontario since 2008 that connects vendors with vendors, brides and grooms to expand their reach through networking and showcasing their products and services to potential clients. Ultimate Bridal Show is a wedding experience that is different from large bridal shows. We are intentional in securing only 35-65 vendors at each show in order to be small enough to be effective, engaging and productive i.e. a total vendor base anywhere between 35-65 vendors. We believe that brides and grooms should meet wedding professionals in a stress free and casual atmosphere. Being relaxed brides/groom can ask the right questions, get the right answers which increases the vendors chance to get book on the spot as we have historically seen or get booked later.

THE ULTIMATE BRIDAL SHOW

Engage Your Senses™

INTIMATE Experience

As former wedding planners our team know brides and grooms prefer to plan their BIG day stress free. Collecting bags of brochures, postcards, discounts at large bridal shows may not be the best idea. We have seen bags of collectibles dumped in our office and brides/grooms go back to ground zero after doing large bridal shows. We listen to stories of “too big”, “social event”, “confused”, “pricy” and we answered – the show with an INTIMATE experience. The Ultimate Bridal Show max capacity will be **35-65** vendors. Why? Less stress, more conversation, more time to spend with vendors and a greater opportunity of being booked.



INTERACTIVE Experience

Engage Your Senses is the mantra of the Ultimate Bridal Show. Brides/Groom prefer to taste, touch, feel, smell, see what vendors have to offer. We encourage all vendors to create a space that allow the engaged couple to journey into future and live their wedding day. Cake professionals: provide the opportunity to sample cakes; DJs: let the bride hear a selection of your songs; Makeup Artist: provide mini-makeovers, Décor Specialist: create exquisite displays of what their décor could be; Whatever your product or service is create displays that allow brides and groom to freely INTERACT with your product and services.

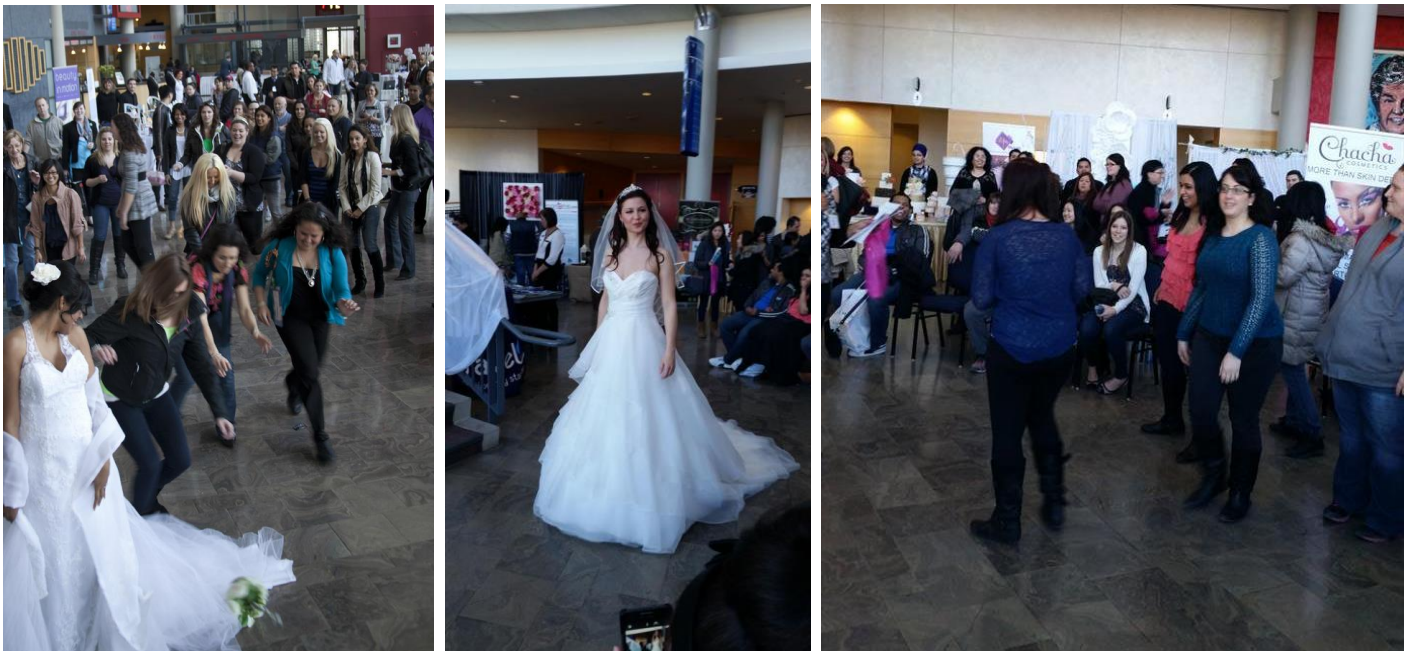


ENTERTAINING Experience

The Ultimate Bridal Show creates an atmosphere of "Serious fun." Brides/Grooms are entertained and vendors by their choice get to showcase their products and service through value-added activities. Vendors who donate prizes to the show receive additional promotion before the show and during the show. Vendors are advertised on the bridal site, eBlast to customers and announcements are made at the show, thanking the vendors and encouraging brides to visit their booth/table. Prizes go towards onsite contests:

1. The Ultimate Engagement Contest. Brides submit their engagement stories and the team select the top 1-3 winners. The stories are read during the show, everyone gets to hear and participates as brides/grooms anticipate the announcement of their name and walk away with grand prizes supplied by the vendors.
2. The Ultimate Bouquet Toss Contest. We enact the wedding day as brides gather to catch a sample bouquet.
3. Prize Give-away. Brides register onsite to win prizes donated by participating vendors. The atmosphere is charged with excitement, name of the winners are broadcasted and sponsors (vendors) receive additional exposure.
4. Live performances by bands (only on selected) and/or musicians.

Whatever the strategy, the show is ENTERTAINING. Everyone SMILES . Everyone WINS.



ADVERTISING AND SPONSORSHIP STRATEGY

Bridal Show Website: WWW.ULTIMATEBRIDAL.CA



the Bridal Guide

marr@me
Planning made easy



We Invite You to Become One of Our Elite Exhibitors

Hosted at the Living Arts Center **since 2008**

100~150 “Real Brides” as Potential Clients

35~65 Vendors for Networking

Repeat Vendors Patronage

Open Space – No Pipes and Drapes Blocking Your View

Vendors have reported receiving multiple bookings at and after the show

Affordable Marketing Budget

3x5 FT Table ~ **\$320**

3x10 FT Table ~ **\$620**

Limited 10x10 Booth ~ **\$800**

Register at www.theultimatebridal.ca

Email: info@chrysolite.ca

Call: **(416) 618.0077** Phone: **(905) 840.4591**

The Ultimate Bridal Show is Produced by **CHRYSOLITE CONSULTING**