

## EXHIBITOR

# Benefits

- ❖ **REPUTATION.** The Annual Grand Rapids Bridal Show has been proudly producing one of the finest shows in Michigan for over 45 years, earning our reputation for excellence and integrity. This is the largest show in Grand Rapids and certainly the longest-running, giving newly engaged couples an established show that offers a one-stop shopping experience to meet companies they can utilize before, during and after the wedding!
- ❖ **PRESENTATION.** Our success begins with a high-profile and convenient location that is not only accessible to the brides, but has an expedient move-in for vendors. We then add spectacular fashion shows, idea galleries and exhibits by award-winning wedding professionals.
- ❖ **POWERFUL ADVERTISING.** On average, over 1,000 brides from all over West Michigan come to the Grand Rapids Bridal Show every year looking for information & services for their upcoming weddings. Most brides anticipate attending this event, knowing our reputation. Attendance is further generated with billboards throughout West Michigan, posters in the stores of our sponsors, Internet search engine & social networking promotions, partnership with Town Square Media, IHeart Media and Cumulus Media, digital ads in the DeVos Place, and our new GRBridalShow app.
- ❖ **A COST-EFFECTIVE OPPORTUNITY.** It would take months to a year to reach the number of brides that our show brings in one weekend. No other marketing opportunity provides as much targeted exposure for such a reasonable investment.
- ❖ **YOUR SUCCESS MATTERS TO US.** All categories are capped to ensure each vendor's successful exposure. An overwhelming majority of our vendors re-sign for next year's show to secure their place. We are honored to be a show that has been trusted to bring a prosperous wedding season to our exhibitors.