

*Grand Rapids*   
**BRIDAL SHOW**

616.538.1760

[www.GRBridalShow.com](http://www.GRBridalShow.com)

**Sponsorships and Advertising Opportunities**

**The Annual Grand Rapids Bridal Show – January 5 & 6, 2018**

**Site Sponsorship – 5 Available**

Increased exposure, visibility and competitive edge.

Your company logo or running images will appear on every page of the website, strategically placed to attract & encourage visitor attention and interaction. Includes an upgraded Premier Web Listing on your category's page that also makes your information much more interactive for the brides.

Fees

\$500/6 months

\$900/1 year

**Category Sponsorship – Limit 1 per Category**

Bring your company to the forefront of your represented category with your logo or running images placed at the top of your category's page, above all other competitors. Includes an upgraded Premier Web Listing that makes your information much more interactive for the brides.

Fee

\$500/1 year

### **Décor Table at Show**

Boost your exposure at the show with one of these tables, placed strategically throughout the exhibit hall for brides to stop at. These tables may be decorated in any fashion you choose. A display ad may be placed on the table and/or advertising may be left for brides to take.

Fee  
\$50 per table

### **Bags for Brides – limit 2**

As each bride enters the exhibit hall, they are given a well-constructed, keepsake fabric tote to hold vendor information. One side of the bag has info on the Grand Rapids Bridal Show. The other side is reserved for one sponsor's info. This bag will be kept long after the show and looked at often.

A half ad may be shared with the GRBS logo.

Fees  
\$810/1 full side  
\$475/half of one side shared with GRBS

## 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.

All booth spaces are provided with 1-Covered 8' table, unless you have specified otherwise on your contract.

- ❖ **READ YOUR CONTRACT!**
- ❖ **Deposit paid**
- ❖ **Balance paid (due no later than December 1<sup>st</sup>)**
- ❖ **Name your door prizes** (these do not have to be present at the show but must be on file with the Grand Rapids Bridal Show)
- ❖ **Order booth amenities (electric, Wi-Fi, etc.).** These amenities must be ordered through the DeVos Place. We recommend ordering early to avoid additional fees.

**Set Up – January 5, 2018 at 8am. All booths must be set up by 3pm & pass fire inspection.**

- ❖ **Booth display**
- ❖ **Sign / Proper tools to hang sign**
- ❖ **Scissors, tools, tape, string, wire, pens, etc.**
- ❖ **Literature for distribution**
- ❖ **Chair(s)**
- ❖ **Uniform**
- ❖ **Badges or Name Tags with company logo** (We have generic badges if your company does not have these.)
- ❖ **Parking fees**
- ❖ **Booths must be staffed by 4:30pm on Friday and 10:30am on Saturday**

## Reminders

- ❖ **No early tear down or packing up! We do not want any bride to feel rushed to leave.**
- ❖ **Electronic sounds (i.e., music) must stay within the booth space.**
- ❖ **Only hand out literature & solicit brides within your booth space and not in aisles, the lobby, etc.**
- ❖ **Do not distribute materials or signage from a non-exhibitor. Violation of this policy will result in expulsion from future shows and a \$1,000 fine.**
- ❖ **Contracts for next year's show will be available at set up. Vendors signing at the show will receive HUGE discounts and benefits!**

RESERVE  
YOUR BOOTH

AT WEST MICHIGAN'S LARGEST AND LONGEST-  
RUNNING  
BRIDAL SHOW!



*The 48<sup>th</sup> Annual Grand Rapids Bridal Show*

**January 5 & 6, 2018**

**DEVOS PLACE**

**Downtown Grand Rapids**