



Show moved
to Sunday!

We are very pleased to present the
2012 BEST BRIDAL EVENT

Sunday, March 18, 2012

11:00 am until 3:00 pm

Blair County Convention Center
Ballroom Level

One Convention Center Drive, Altoona, Pennsylvania

Dear Wedding Professional,

We are very excited to announce the **2012 Altoona Area Bridal Expo of Central Pennsylvania**. A joint effort among WTAJ-TV10, The Altoona Mirror and Best Event Rental will allow over 90 vendors the opportunity to market their products and services to hundreds of prospective bridal clients in a state of the art, professional convention and event facility. We are very pleased that this is our fourth year and the show gets better each year.

We will be concentrating on marketing the show through print, internet, radio and television advertising to produce a first class event with substantial exposure. In addition, we will provide you with innovative marketing materials that you can use in your own store as well as an active Expo web site with links to participating vendors, online show registration and a password protected area for vendor information. Our bridal registration process will allow us to generate specific information that will be invaluable to your marketing efforts as well as allow us to compile a list of 2012 brides and 2013 brides for your review.

Although we will be awarding prizes, a refreshing change from other shows is that we will NOT require participating vendors to provide a door prize (typically an additional expense of \$50 - \$100.) In lieu of a fashion show, which takes brides away from the vendors and off the trade show floor, any interested formalwear business will have the opportunity to provide live models on elevated stages placed throughout the exhibit hall. Your 10' x 20', 10' x 10' or 8' x 8' draped booth space will include one topped and skirted table and two chairs. The Blair County Convention Center has graciously adjusted their guidelines to permit food service vendors to offer samples of their food for attendee consumption.

All involved sponsors are very excited to offer this unique opportunity to the wedding professionals in the Altoona and surrounding areas. If you have any general questions regarding the show, please feel free to contact Crystal McGonigal at 814.943.4330 (cmcgonigal@bestevent.com) or Doug Linebaugh at 814.777.7692 (dlinebaugh@bestevent.com.)

Up to date information can be found at www.bestbridalevent.com. We look forward to seeing you at the show!

Lower
Booth Prices!



GENERAL SHOW INFORMATION

Booth Pricing & Specifications:

10' x 20' Booth \$ 700.00

- Choose your location on a first come, first serve basis
- Includes two 8' tables, topped & skirted, four chairs & banner (if requested)
- Includes pipe and drape booth with 8' backdrop and 3' sidewalls
- Includes active listing and link on www.bestbridalevent.com

10' x 10' Booth \$ 540.00

- Choose your location on a first come, first serve basis
- Includes one 8' table, topped & skirted, two chairs & banner (if requested)
- Includes pipe and drape booth with 8' backdrop and 3' sidewalls
- Includes active listing and link on www.bestbridalevent.com

8' x 8' Booth \$ 350.00

- Includes one 6' table, topped & skirted, and two chairs
- Includes pipe and drape booth with 8' backdrop and 3' sidewalls
- Includes active listing and link on www.bestbridalevent.com

Payment Information:

- \$50.00 deposit required at the time of signing. Balance due within 15 days of show date.
(Note: Payment plans are available)
- We accept cash, checks, MasterCard, Visa, Discover and American Express
- Deposits are non-refundable

Facility Information: *Blair County Convention Center*

- Move in times will be Saturday, March 17th from 4:00 pm until 8:00 pm or Sunday, March 18th from 7:00 am until 10:30 am
- Move out times will be Sunday, March 18th from 3:00 pm until 5:00 pm
- Vendors will receive two complimentary parking spaces for the BCCC
- Booths do NOT include electricity (additional \$50.00)

Other:

- Vendors are NOT required to provide door prizes
- Vendors will receive free promotional materials including store posters, business cards, registration forms and Expo logo
- Food-Service vendors are permitted to offer their products for attendee consumption
- Promotion to include Television, Radio and Newspaper as well as listing and links on WeAreCentralPA.com and bestbridalevent.com

This event is proudly sponsored by
- WTAJ-TV10 - Best Event Rental -Mix 94.7 -

www.bestbridalevent.com