



The Tribune-Democrat **JOHNSTOWN** magazine

BRIDAL SHOWCASE 2012



www.bridalshowcase.com

BRIDAL SHOWCASE PACKAGES

The Tribune-Democrat and Johnstown Magazine are pleased to announce our 7th Annual Bridal Showcase.

This special wedding and bridal event will be held on Sunday, January 29, Noon to 3 p.m. at the Frank J. Pasquerilla Conference Center and a fashion show will be held from 3-4 p.m. This is the ultimate bridal event in the Laurel Highlands. Space is limited so please reserve your space early. Our \$30,000+ multimedia advertising campaign will grab the attention of brides-to-be and their families.

These are the exact customers you want to reach. Best of all, we have participation packages available for businesses of every size.

Last year we had more than 50 bridal and wedding vendors at our show!

Platinum Sponsor *Have the 1st opportunity to contribute to the fashion show Fashion Show... 15 gown/tux limit*

- Full page, full color ad in The Tribune-Democrat's Official Program
- 2 Full page, full color ads in the *Johnstown Magazine BRIDES*
- Double Booth at the Showcase with four chairs & display area at PCC
- Logo recognition on the cover of the Program/Section and *JM BRIDES*
- Logo recognition on all event signage, bridal showcase web site and special section flip book on tribdem.com
- Logo recognition on all Bridal Showcase & *JM BRIDES* promotional ads: print, online and electronic media
- Listing and web ad on the johnstownmagazine/bridalshowcase.com web site with a direct link to your web site

**PACKAGE INVESTMENT:
\$1,999.00**

| Value |
|--------------------|
| \$ 2,035.00 |
| \$ 3,287.00 |
| \$ 1,500.00 |
| \$ 5,000.00 |
| \$ 500.00 |
| \$ 1,000.00 |
| \$ 500.00 |
| \$12,822.00 |

Gold Sponsor *Fashion Show... 9 gown/tux limit*

- 1/2 page, full color ad in the Official Program
- 1/2 page, full color ad in the *Johnstown Magazine BRIDES*
- Double Booth at the Showcase with four chairs
- Logo recognition on all event signage and a web listing w/ hyperlink to own website on the bridal showcase web site
- Logo recognition on all Bridal Showcase & *JM BRIDES* promotional ads

**PACKAGE INVESTMENT:
\$1,150.00**

| |
|--------------------|
| \$ 1,075.00 |
| \$ 1,475.00 |
| \$ 1,500.00 |
| \$ 375.00 |
| \$ 750.00 |
| \$ 5,175.00 |

Silver Sponsor *Fashion Show... 5 gown/tux limit*

- 1/4 page ad in the Official Program
- 1/3 page, full color ad in the *Johnstown Magazine BRIDES*
- Booth at the Showcase with two chairs
- Logo recognition on all event signage and a web listing w/ hyperlink to own website on the bridal showcase web site
- Exhibitor logo recognition in all promotions for Bridal Showcase

**PACKAGE INVESTMENT:
\$675.00**

| |
|-------------------|
| \$ 590.00 |
| \$1,164.00 |
| \$ 750.00 |
| \$ 200.00 |
| \$ 500.00 |
| \$3,204.00 |

Bronze Sponsor *Fashion Show... 2 gown/tux limit*

- 1/8 page ad in the Official Program
- 1/6 page, full color ad in the *Johnstown Magazine BRIDES*
- Booth at the Showcase with two chairs
- Logo recognition on all event signage and a web listing w/ hyperlink to own website on the bridal showcase web site
- Logo recognition in all promotions for Bridal Showcase

**PACKAGE INVESTMENT:
\$575.00**

| |
|-------------------|
| \$ 307.00 |
| \$ 835.00 |
| \$ 750.00 |
| \$ 200.00 |
| \$ 250.00 |
| \$2,342.00 |

A la Carte

| | | |
|--|--------------------------------------|------------|
| • T-D full page official program ad | 10 1/8" x 11 1/2" | \$2,035.00 |
| • T-D 1/2 page official program ad | 10 1/8" x 5 3/4" or 6 1/16" x 9 1/2" | \$965.00 |
| • T-D 1/4 page official program ad | 6 1/16" x 4 3/4" or 4" x 7 1/4" | \$605.00 |
| • T-D 1/8 page official program ad | 1 15/16" x 7" or 4" x 3 1/2" | \$322.00 |
| **(Limited color available for \$7.75/in - first come first serve basis) | | |
| • JM BRIDES full page ad 12x rate | 7" x 9 7/8" | \$915.00 |
| • JM BRIDES 1/2 page ad 12x rate | 7" x 4 3/4" or 4 5/8" x 7 3/8" | \$600.00 |
| • JM BRIDES 1/3 page ad 12x rate | 4 5/8" x 4 3/4" or 2 1/4" x 9 7/8" | \$475.00 |
| • JM BRIDES 1/6 page ad 12x rate | 4 5/8" x 2 3/8" or 2 1/4" x 4 3/4" | \$340.00 |
| • Booth at the Showcase with two chairs | 6' x 6' tables (8' x 8' area) | \$750.00 |

Important Dates

- FRIDAY, DECEMBER 2, 2011
- MONDAY, JANUARY 9, 2012
- SUNDAY, JANUARY 22, 2012
- SUNDAY, JANUARY 29, 2012

Johnstown Magazine BRIDES Deadline
Participation/Ad deadline
Official Program/Special Section publishes in *The Tribune-Democrat*
Bridal Showcase and *Johnstown Magazine BRIDES* Publication

All businesses that participate will receive a list of all registered brides who attended the event. This is an invaluable resource for targeting potential customers!



BRIDAL SHOWCASE 2012

Sunday, January 29, 2012
Noon - 3:00 pm
Frank J. Pasquerilla
Conference Center



FASHION SHOW 3:00 -4:00 pm

The seventh annual Bridal Showcase is the bridal event of the year!

This is the region's ultimate guide for planning your wedding. The Bridal Showcase 2012, official program, and **Johnstown Magazine BRIDES** will provide engaged couples with the resources, new ideas and advice needed to create a picture-perfect wedding day. With numerous vendors, a bridal fashion show, demonstrations and taste testing, you won't want to miss your chance to participate!



Johnstown Magazine's BRIDES special section will feature information for brides and wedding planning. **A year's subscription to JOHNSTOWN MAGAZINE is our gift to all brides-to-be and all paid attendees.**

| SHOWCASE PACKAGE PRICES | |
|--------------------------------|----------------------|
| Bridal Packages* | Package Price |
| Platinum Sponsor | \$1,999.00 |
| Gold Sponsor | \$1,100.00 |
| Silver Supporter | \$675.00 |
| Bronze Supporter | \$575.00 |

**See previous page for package information at each sponsorship level.*

BRIDAL SHOWCASE IMPORTANT DATES:

| |
|---|
| JM BRIDES DEADLINE |
| FRIDAY, DECEMBER 2, 2011 |
| AD/SHOWCASE EVENT DEADLINE |
| MONDAY, JANUARY 9, 2012 |
| OFFICIAL PROGRAM IN THE TRIBUNE-DEMOCRAT |
| SUNDAY, JANUARY 22, 2012 |

In the U.S. there are approximately 2.5 million weddings annually.* Brides remain committed to planning luxurious, memorable event and are willing to spend despite the down economy.*

Less than 1/3 of the brides surveyed said the economy affected their wedding budget*

From using social media to communicate wedding details, to creating & sending "Save The Date" invitations online, brides are increasingly using online wedding planner tools to prepare for the big day.

[*Source: The Knot, 2010 Real Weddings Survey. March 2011]



BRIDAL SHOWCASE 2012

**PLATINUM
SPONSOR**
PACKAGE PRICE:
\$1,999

**GOLD
SPONSOR**
PACKAGE PRICE:
\$1,100

**SILVER
SPONSOR**
PACKAGE PRICE:
\$675

**BRONZE
SPONSOR**
PACKAGE PRICE:
\$575

PARTICIPANT

Vendor Name: _____

Contact: _____

Phone: _____ Fax: _____

Email: _____

STAFF

Please list the names of staff members working at your booth. Changes can be made in writing up until January 24, 2012. Please email changes to cfeightner@tribdem.com.

SET UP

You will be provided with one or two 6' table(s) (depending on package choice) with skirting. You can opt not to use the table(s), but you need to stay within your 8' x 8' / 16' x 8' booth space.

ELECTRICITY

Yes For? _____
 No

PRIZE

Yes Describe. _____
 No

Vendor Signature

The Tribune-Democrat Representative Signature