

# HERE'S WHAT OUR EXHIBITORS ARE SAYING ABOUT US:

"We had fantastic results from our January expos and are entirely booked for the fall and working on 2018 now. We're so glad to be a vendor with you and look forward to watching Elegant grow even bigger this year (with a new Springfield venue and everything!)."

— Aaron Stanley (Fun DMC)

"I want to thank you for a KILLER show Sunday in Bloomington! With the clients that booked us at the show and then so far this week after follow up, we have booked over 20 services and are already over 50% of our entire month of August last year! Elegant Bridal Expo ROCKS!"

— Glenn Smith (Complete Weddings + Events)

"It's a fabulous way for us to spend our money and know that we are going to get a return on our marketing dollars!"

— Jennifer Wayland (Island Bridal Travel)

"Ashley and her staff provide a quality experience for not only the clients, but the vendors as well. Their pricing is reasonable, they offer a wide variety of display options, they keep the vendors informed and engaged along the way, and all this has really helped my business grow! The list of leads provided after the show is a huge plus as well!"

— Jan Kerwin (The Perfect Fit by JK)

## HOW DO CENTRAL, IL COUPLES HEAR ABOUT OUR EXPOS?

Social Networking \* Radio \* Billboards  
Online Advertising \* Email Marketing



the *elegant*  
BRIDAL EXPO 

# MEDIA KIT

Photo by Lauren Westrich Photography

## WHY CHOOSE THE ELEGANT BRIDAL EXPO FOR YOUR MARKETING NEEDS?

- Producer of over 38 successful expos since 2012 and host to the largest bridal shows in Central Illinois.
- 97% of brides have to make face-to-face contact before they book. Expos are the most cost effective and timely way to make those connections!
- We make massive investments in advertising and social media marketing the entire year ensuring our vendors receive the best return on their investment dollars.
- We are members of Bridal Show Producers International (BSPI) and attend yearly seminars to improve the expo experience and better serve our brides and vendors needs.
- According to statistics by BSPI, 33% of vendor's annual business is achieved during the expos and after through consistent follow up with the brides with the lead list we provide.

If you are interested in having a booth at one of our Bridal Shows, a basic 10 ft x 8 ft booth starts at \$497 with more options available. Our shows are held each August and January. You can sign up for all our shows or a specific show in Peoria, Bloomington, Springfield and/or Champaign.

Contact Ashley Plunkett at [contact@elegantbridalexpo.com](mailto:contact@elegantbridalexpo.com) or go to our website [ElegantBridalExpo.com](http://ElegantBridalExpo.com).

### BRIDAL SHOWS

Peoria - January 7, 2018 - Par-A-Dice Hotel & Casino  
Champaign - January 14, 2018 - I Hotel & Conference Center  
Bloomington - January 21, 2018 - DoubleTree by Hilton  
Springfield - January 28, 2018 - Prairie Capital Convention Center  
Peoria - August 5, 2018 - Par-A-Dice Hotel & Casino  
Champaign - August 12, 2018 - I Hotel & Conference Center  
Bloomington - August 19, 2018 - DoubleTree by Hilton  
Springfield - August 26, 2018 - BoS Center (Formerly PCCC)

## WHY DO MORE CENTRAL ILLINOIS BRIDES PICK UP OUR MAGAZINE?

Not currently a Magazine Advertiser but interested in becoming one? Advertising rates start at just \$225 per issue — contact us if you're interested: [advertise@elegantbridalguide.com](mailto:advertise@elegantbridalguide.com)

The Elegant Bridal Guide is the most concentrated distribution of any regional magazine. It features current articles about local businesses and brides and the high style design appeals to the targeted demographic, plus it is conveniently purse-sized.

- Producer of over 38 successful expos since 2012 and host to the one of the largest bridal shows in the state of Illinois.
- Number of vendors: We work with over 200 wedding vendors in the Central, IL area.
- Number of brides: Over 2000 Brides registered for our expos in 2017 alone.
- Over 54K unique website views.
- Facebook Page: Peoria FB Page – 2950 Likes  
The Elegant Bridal Expo Page – 5400 Likes
- Web Demographics: 27.5% are ages 18-24  
33.5% are ages 25-34