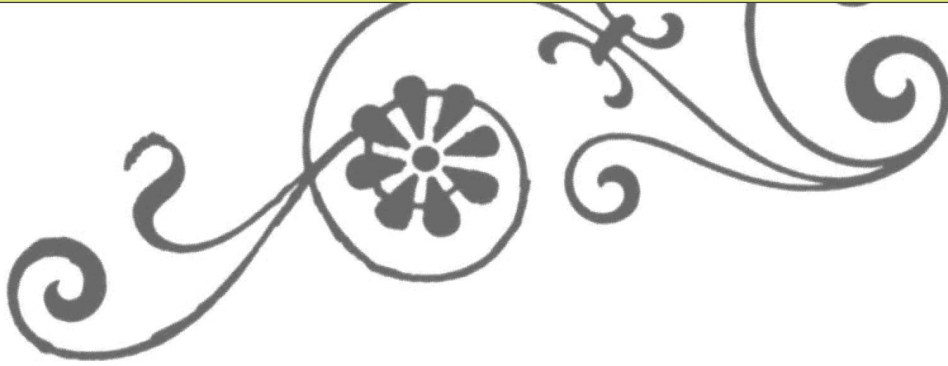




DC Centre Bridal & Event Show

Exhibitor Information



DC Centre Banquet Facility
& Ballroom Instruction

11830 Stonegate Drive
Omaha, Nebraska 68164

Phone: (402) 393-7431

Fax: (402) 393-5406

E-mail: info@dcentre.com

Web: www.dcentre.com



Why Become an Exhibitor

Large Attendance

DC Centre Bridal & Event Shows are well attended. In our last 3 shows we had over 1000 people attend, one-third of which were brides, this is *more face-to-face prospects in one day than you can meet in months*;

Targeted Marketing

Brides make up only 1% of the total population and you would spend thousands of dollars in advertising to solicit this market with virtually NO guarantee the intended 1% would see your advertisement. The DC Centre Bridal & Event Show bring the brides directly to you by responsibly utilizing dcentre.com, TheKnot.com, NEWeddingDay.com, email marketing and other local advertising venues;

Affordability

The DC Centre Bridal & Event Show offers free admission therefore making it accessible to everyone. Most brides will attend just 1 bridal show in their area and most prefer to bring several family and friends. A high admission cost may prohibit some from attending other shows;

Not just Brides

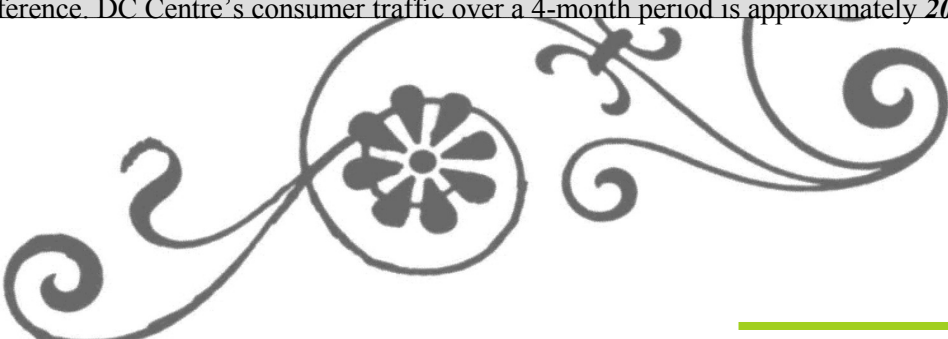
Although the DC Centre Bridal & Event Show's main focus is the wedding industry; the attendees are extremely diverse. Thus providing an additional opportunity for our exhibitors to create relationships with consumers with other needs.

Networking

You will have the opportunity to network with other businesses in your industry, see how they work and form long-term relationships and reciprocal marketing opportunities;

Extended Advertising

The DC Centre Exhibitor Directory will be on display in our lobby and website until the next show. This means that every customer that comes through DC Centre will have the opportunity to peruse or take one of the directories for their personal reference. DC Centre's consumer traffic over a 4-month period is approximately **20,000 or more!**



DC Centre is Different

Exhibitor Friendly

The DC Centre Bridal & Event Show is for *YOU* the Exhibitor. We know that your contribution is essential for the DC Centre Bridal & Event Show's success, therefore we try to provide a relaxed, friendly show environment, affordable exhibitor fees, partnership and extended advertising, and lunch before the show!

Exhibitor Setup Provided

DC Centre will provide your 8ft table fully covered with a floor length black linen, 2 chairs and electricity (If requested AND you must provide the cords) completely prepared for your arrival on Sunday morning;

Step-Up Exhibitor Opportunities Available

Next Show Early Sign-up

Bride Info Bag Sponsor

The Groom's Expo

Ad Size Increase

Add a Category

Attendee List

Just 1 week after the conclusion of the show you will receive a comprehensive list of all of the bride attendees. Following up with this list will significantly maximize your original exhibitor investment;

Website & Social Media Advertising

Your company, as part of the *Bridal & Event Show* promotion, will be included on our website and our active social media outlets Facebook, Twitter, Vimeo and others which may include text, pictures and video.

Exhibitor Rates & Ad Specifications

| Display Size | Dimensions Inches (W x H) | 4 Months July - October | 8 Months November - February | 12 Months March - June |
|-----------------------|---------------------------|----------------------------|---------------------------------|---------------------------|
| Full Page | 7.50 x 10.25 | \$800 | \$800 | \$800 |
| 1/2 Page (vertical) | 3.50 x 10.00 | \$650 | \$650 | \$650 |
| 1/2 Page (horizontal) | 7.50 x 4.78 | \$650 | \$650 | \$650 |
| 1/4 Page (vertical) | 3.5 x 4.78 | \$500 | \$500 | \$500 |
| 1/4 Page (horizontal) | 4.78 x 3.5 | \$500 | \$500 | \$500 |
| 1/8 Page (vertical) | 2.25 x 3.5 | \$350 | \$350 | \$350 |
| 1/8 Page (horizontal) | 3.5 x 2.25 | \$350 | \$350 | \$350 |



Ad Submission Requirements:
 File Formats: JPEG, PDF
 Resolution: Minimum of 300 dpi
 Send to: achristianson@dccentre.com

Contact Us:

Advertising & Social Media:

Armana Christianson achristianson@dccentre.com (402) 393-7431 x204

Sales:

Sharon Dooley sdooley@dccentre.com (402) 393-7431 x 214
 Maggie Mosssburg bsales3@dccentre.com (402) 393-7431 x 204

Exhibitor Directory Ad Sizes

| | | | | | | | | |
|-----------------------------------|---|--|---|--|---|--|---|--|
| <p>Full Page 7.50 x 10.00</p> | <p>1/2 Page Vertical 3.50 x 10.00</p> | <p>1/4 Page Vertical 3.50 x 4.78</p> | <p>1/8 Page Horizontal 3.5 x 2.25</p> | <p>1/2 Page Horizontal 7.50 x 4.78</p> | <p>1/4 Page Horizontal 4.78 x 3.5</p> | <p>1/8 Page Vertical 2.5 x 3.5</p> | <p>Banner Top or Bottom 7.50 x 1.50</p> | <p>All Exhibitors will receive a complimentary 1/8th page ad and 1 (one) category listing in the Bridal & Event Show Directory.</p> <p>You can increase your ad size by paying the larger ad size price. For instance you have a 1/8th page ad and want to increase to 1/4th page, you would pay an additional \$150.</p> <p>To be listed in an additional category is \$25.</p> |
|-----------------------------------|---|--|---|--|---|--|---|--|

Exhibitor Step-Up Opportunities

Next Show Early Sign-up - Exhibitors who sign-up within the next week following the previous show will receive priority exhibitor space and preferred *Exhibitor Directory* placement. Sign-up for the next 2 and receive the *Bridal Bag Sponsor* free!
Early Sign-up \$50 deposit per Show/\$100 for a double space

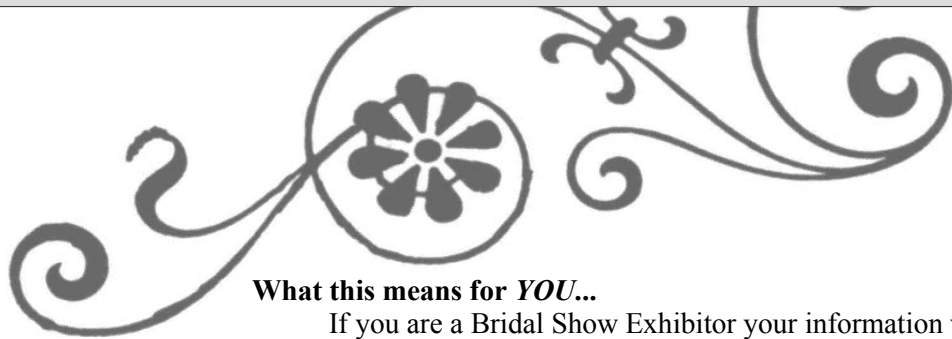
Bridal Bag Sponsor - Exhibitors can add this opportunity to any Exhibitor package. The Bridal Bag sponsor allows your literature or small promotional item to be pre-stuffed by DC Centre into all of the bride information bags upon her registration at the show.
Bridal Bag Sponsor \$75

The Groom's Expo - The Groom's Expo is an area for today's grooms that is filled with displays, samples, and prizes dedicated to the parts of the wedding and home that are of interest to the groom. The Groom's Expo is open to all current Exhibitors who have paid for space. **The Groom's Expo \$FREE\$ for paid Exhibitors**

Ad Size Increase - Increase your ad size and increase your visibility. Major ad groups say that effective advertising communication takes space so don't try to cram it all into a little box. The best advertisements need room to bloom."

Ad Size Increase \$150 per size up

Add a Category - If your company has more than one service or product, add an additional category so brides can find you twice as easily!
Add a Category \$25



What this means for YOU...

If you are a Bridal Show Exhibitor your information will be seen by every potential bride *we see* either on our website, Facebook or through your ad in the current Exhibitor Directory on display in our Lobby.

Stuff YOU Should Know..

Brides come to DC Centre (the venue) either first or second in their planning process.

After booking the ceremony location;
the reception location is next
AND sometimes the order is reversed!

Exhibitor Pricing

The basic exhibitor package includes an 8' x 8' or 16' x 8' (approx.) exhibitor space, 1 or 2 8ft. banquet tables, black floor length linens, 1/8th page color ad in the *Exhibitor Directory*, 1 category listing in the *Exhibitor Directory*, pre-show lunch, show advertising through email blasts, social media outlets, print and web.

| | |
|---|---------|
| Single/Single Investment - Single show investment with a single exhibitor space | \$350 |
| Single/Double Investment - Single show investment with a double exhibitor space | \$700 |
| Double/Single Investment - Two show investment with a single exhibitor space, 1/4 page ad | \$630* |
| Double/Double Investment - Two show investment with a double exhibitor space, 1/4 page ad | \$1260* |
| Triple/Single Investment - Three show investment with a single exhibitor space, 1/2 page ad | \$945* |
| Triple/Double Investment - Three show investment with a double exhibitor space, 1/2 page ad | \$1890* |

***Multiple show sign-up with full payment includes a 10% discount. The extended price includes the 10% discount. Multiple Show sign-up without full payment will not receive a 10% discount.**