

# Bridal & Event Expo

Produced by Odyssey Event Productions

The Bridal and Event Expo is Windsor and Essex County's largest spring wedding expo featuring the best local wedding professionals who offer products and services to engaged couples. The Bridal and Event Expo includes exciting prizes, games and dynamic fashion shows.

The new generation of engaged couples tend to book their services 3 months to a year in advance and in some cases less than 3 months before their wedding date. Since the Bridal and Event Expo takes place just before the wedding season and right after Valentine's Day engagements, this trend has made this spring bridal expo more important than ever to the wedding product and service industry.

## SHOW DETAILS

Wednesday, April 25<sup>th</sup>, 2018

Thursday, April 26<sup>th</sup>, 2018

5:30 pm to 9:00 pm each day

Ciociaro Club of Windsor

3745 North Talbot Rd.

Tecumseh, ON

(off Walker Rd. between Hwy 401 and Hwy #3)

**Exhibitor Move In Dates & Time:**

Tuesday, April 24<sup>th</sup>, 2018 3pm to 8pm  
Wednesday, April 25<sup>th</sup>, 2018 9am to 4pm

**Exhibitor Move Out Date & Time:**

Thursday, April 26<sup>th</sup>, 2018 9:15pm  
(all exhibitors must be out by 11pm on Thursday)

**Exhibitor Admission Pass:**

Exhibitors will receive 2 passes for staff  
Passes will be available for pick-up on Wednesday

**Fashion Show:**

7 pm each night  
Men and Women's apparel exhibitors can participate in the fashion shows at no additional cost. Contact the office for more information.

**Booth Pricing:**

see attached floor plan and pricing chart.

**What's included in your fee:**

Booth rental for show's duration  
Pipe and drape  
2 chairs  
Name in directory

**What's not included in fee:** Furnishings (Tables)  
Electrical  
Signage

## Bridal and Event Expo Exhibitor Directory Pricing:

1000 copies of the Bridal and Event Expo Exhibitor Directory will be distributed.  
A digital copy of the Directory will also be available on the website.

1 Full Back Cover 5.5" x 8.5" vertical..... \$450  
1 Full Page Inside 5.0" x 8.0" vertical..... \$350  
1 Half Page Inside 5.0" x 4.0" horizontal..... \$250

Artwork is due by April 1<sup>st</sup>, 2018. Artwork graphic design is available at a charge of \$25/hr.

## EverythingWedding.ca

EverythingWedding.ca is Windsor and Essex County's leading online wedding and event planning resource, offering FREE access to the highest quality service experts. Odyssey Event Productions has an exclusive agreement with EverythingWedding.ca for exhibitors of the Bridal and Event Expo. For an Administration Fee of only \$50/yr. exhibitors can advertise on the EverythingWedding.ca website. Exhibitors will receive a vendor profile and link to your website. (a profile on EverythingWedding.ca for non-exhibitors is \$399/year) EverythingWedding.ca has had over 3500 visits in January 2017.

## Sponsorship Opportunities

**Grand Prize Sponsorship:** The Grand Prize must have a retail value of over \$2500. The Grand Prize Sponsor will be included in all marketing as the Grand Prize Sponsor and one premium exhibitor space in the expo. Sponsorship is limited to 1 exhibitor.

**Attendee Prize Sponsorship:** The Attendee Prize must have a retail value of over \$500. All attendees qualify. The Attendee Prize will be included in all website and social media marketing. Sponsorship is limited to 2 exhibitors.

**Fashion Show Presenter:** The Fashion Show Presenter is available for a \$1000 cash investment. The investment includes one premium exhibitor space and will be included in website, social media and radio marketing. Sponsorship is limited to 2 exhibitors.

## Passport Prize Game Sponsors:

The Passport Prize Game Sponsorship requires prizes that are worth a minimum of \$250. A description of the prize and detailed retail price will be required. This sponsorship is limited to 10 exhibitors.

Passport Prize Sponsors will receive a stamp by Odyssey Event Productions and are required to stamp their business logo on the attendees Passport Prize Game card. The attendees of the show must receive a stamp on each logo to qualify for any of the prizes donated by the exhibitors.

Passport Prize Game participants will be advertised on social media sites and listed on the Event Odyssey APP.

## Swag Bag Sponsorship:

The first 50 attendees each day will receive a Grocery Tote Bag donated by Odyssey Event Productions which will be used as the swag bag.

The Swag Bag Sponsors need to provide 100 items. The items must have the sponsor's business name attached or imprinted. There is no minimum dollar value on items. An example of promotional gift items can be notepads, pens, plastic water bottles, USB sticks, etc

NO DISCOUNTED OFFERS ALLOWED without promotional gift item attached.

A description of the item is required for approval. ALL exhibitors are encouraged to participate.

## Sponsorship Request

If you are interested in any of these sponsorship opportunities, please contact us at Odyssey Event Productions 519-978-9477 or email us at [info@bridalandeventexpo.com](mailto:info@bridalandeventexpo.com)