



NORTHWEST ARKANSAS BRIDAL 2011 SHOW

Sunday, August 21

John Q. Hammons Convention Center, Rogers

We invite you to participate in the NWA Media Bridal Show from 12:30-5 p.m. Sunday, Aug. 21, in Rogers. The Bridal Show allows vendors to showcase products and services and talk directly with engaged couples and their families. Vendors can book appointments and establish contacts, while brides can plan their entire weddings in one afternoon. The show continues to grow each year in part because it has the marketing power of Northwest Arkansas Media print and online products behind its promotional efforts.

Saturday, Aug. 20

2-6:30 p.m – Setup for vendors

Sunday, Aug. 21

8 a.m.-noon Final setup for vendors
 12:30 p.m Doors open to the public
 4 p.m Runway Fashion Show
 4:30 p.m. Final prize giveaway
 5 p.m Vendor breakdown



COME TO THE *bridal* SOURCE

For more information call
 479-571-6464 or 479-571-6435

www.arkansasonline.com/bridalshow

Exhibit Booths

- (1) 10-by-10 booth: \$450
- (2) 10-by-10 booths: \$800
- (3) 10-by-10 booths: \$1,200

Corner booths: add \$50

\$350 for each additional booth.

All booths are 10 feet deep and 10 feet wide, and are furnished with a pipe frame and black drapes. One 6-foot table (skirted) and two chairs also are furnished for each 10-by-10 booth. The back of your booth has black drapery approximately 8 feet high. The sides of your booth will be approximately 2.5 feet tall to separate from the other vendors. With your booth rental, you get one sign with your business name and name tags for your employees. Booth placement can be chosen by each vendor and is assigned on a first-come, first-served basis. Booths are held with a \$100 deposit for each booth and signed contract.



Media Commitments

Northwest Arkansas Media will publish no less than \$30,000 worth of print advertising. In addition, a special section will reach more than 128,000 readers on Sunday, Aug. 14. This section will feature bridal vendors and provide key tips and suggestions for planning the perfect wedding. In addition to the print marketing campaign, Northwest Arkansas Media will utilize partnerships in radio and television to extend the reach.

Fall Bridal Guide Rates

FULL PAGE 4 col. x 10" = 9.66" x 10" \$2,146 Full Color \$1,706 BW	1/2 PAGE 4 col. x 5" = 9.66" x 5" \$1,073 Full Color \$853 BW	1/3 PAGE 3 col. x 5" = 6.96" x 5" \$805 Full Color \$640 BW	1/4 PAGE 2 col. x 5" = 4.77" x 5" \$537 Full Color \$427 BW	1/8 PAGE 2 col. x 2.4" = 4.77" x 2.4" \$258 Full Color \$205 BW
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Bridal Show Sponsorships

Deadline to participate: Monday, Aug. 1

DIAMOND SPONSOR*\$2,500

SPONSORSHIP REWARDS VALUE - \$43,300

Logo in print advertising promoting show	\$30,000
Included in all broadcast/radio advertising	\$10,000
Full-page ad in full color in special section on Sunday, Aug. 14	\$2,000
Two Booths (prime location) to display/sell products	\$800
Logo will appear on bags that are handed out at fair	\$250
Promotional literature can be stuffed in bags	\$100
2-by-4-inch color ad around event map in program	\$200
10 minutes of demonstration time on main stage	\$325

PEARL SPONSOR*\$1,250

SPONSORSHIP REWARDS VALUE - \$2,073

Half-page ad in full color in special section on Sunday, Aug. 14	\$537
Two Booths (prime location) to display/sell products	\$800
Promotional literature can be stuffed in bags	\$100
2-by-2-inch color ad around event map in program	\$100

COMBO & SAVE*\$695

SPONSORSHIP REWARDS VALUE - \$987

Quarter-page ad in special section on Sunday, Aug. 14	\$537
One booth to display/sell products	\$450

* Sponsorships are limited and subject to approval.