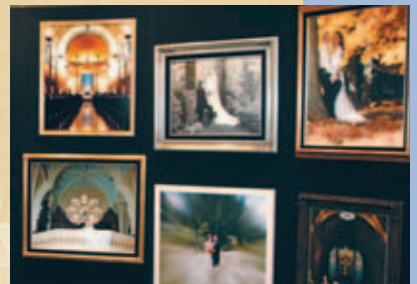


*The Original*  
**WEDDING EXPO™**



# The Original WEDDING EXPO™



## History

At the debut of **The Original Wedding Expo™** in 1978—the first bridal show ever to be held in Central Massachusetts—over 300 brides flocked to a function facility just outside Worcester to see 12 exhibitors and two fashion shows. Over 25 years, 150 shows, and thousands of brides/grooms later, **The Original Wedding Expo™** is recognized as the most successful and longest-running bridal show series in New England.

Each year, Chevalier Associates, Inc. produces an average of five regional shows, bringing 450+ exhibitors and over 2500 brides/grooms together in hotels and convention/trade centers in Central New England. Professional merchant displays and demonstrations, exciting fashion shows, and grand prize giveaways make the Expo a must-see for today's engaged couples—which makes it the most cost-effective way for you to meet them before they make their buying decisions.

## Fast facts about The Original Wedding Expo™

Show locations	Average # of exhibitors	Average # of brides	Average # of guests
Hotels	65	300	850
Trade centers	85	400	1000
DCU Center	150	1200	3000

*"The entire staff at Chevalier Associates is so accommodating to their vendors and very professional to every little detail of their Expos. They run a first-class show. I enjoy working with them."*

*– Carol & Mario Lanni  
Best Value Photography, MA & NH*



## Benefits of Exhibiting

- Positions your business where it needs to be—in front of thousands of engaged couples each year.
- Solid return on investment. One to three bookings made during an Expo can instantly recuperate your booth fee, making additional bookings even more valuable!
- Exceptional business-to-business networking opportunity that can lead to lucrative referral business.
- Complimentary business listing on our website for one year.
- Inclusive sponsorship packages available.



## How the Expo is promoted...

- Full-page, color ads in every issue of BRIDE&GROOM™ Magazine.
- Advertisements in other regional bridal magazines and major regional newspapers.
- Radio advertisements on stations targeted to each show location.
- Strong Internet presence through our site, [www.originalweddingexpo.com](http://www.originalweddingexpo.com), which lists show dates and offers a downloadable 2-for-1 coupon. Our website address is prominently displayed in all advertising and is readily found through popular search engines such as Google, Yahoo, Netscape, Lycos, etc.
- Direct mail campaigns by regular mail and via the Internet.



# It's showtime!

## What to expect

### Before

- Exhibitor kit with information regarding move-in schedules and operations, and how to make the most of your booth.
- Hands-on assistance from our highly experienced show managers for expo and booth preparation. (We specialize in working with first-time exhibitors.)
- Targeted and focused advertising campaigns designed to attract qualified brides/grooms.

### During

- A well-rounded offering of the area's finest wedding specialists.
- On-site support from Chevalier Associates staff members from setup to breakdown and everything in between.
- Complimentary continental breakfast for all exhibitors prior to the opening of the Expo.
- Show guides for attendees containing a map of the Expo floorplan, list of exhibitors (which includes their business phone numbers), itinerary, list of grand prizes, lineup of fashion shows, and promotion for future Expo show dates.
- Two different, professionally choreographed fashion shows featuring the latest bridal, tuxedo, bridesmaids' and mother-of-the-bride styles, accessories and floral designs.
- Grand prize drawings for honeymoons, flowers, cakes, limousines, tuxedos, etc. (Registered attendees are required to be present to win.)
- Engaged couples and their guests are given special stickers for easy identification.
- Complimentary bags are provided to attendees to collect and carry literature.
- The opportunity to reserve your same booth immediately for next year's Expo.
- Booth specifications

#### Hotel

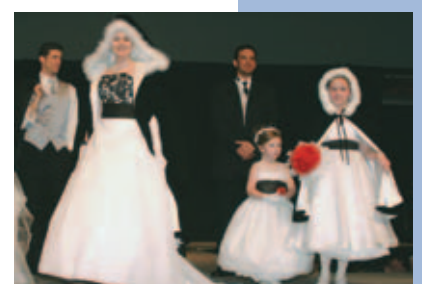
- 10' x 6' pipe and draped booth
- 8' high back wall and 3' sidewalls
- 6' draped table, chair and carpet
- Company sign

#### Convention/trade center

- 10' x 9' or 10' x 10' pipe and draped booth
- 8' high back wall and 3' sidewalls
- 6' draped table, chair and carpet
- Company sign

### After

- List of registered attendees complete with name, mailing address, phone and/or e-mail, and wedding date. (Can be provided in a variety of formats on disk or by e-mail. Printed labels also available for a small administrative fee.)
- Personalized contact from your account representative to assist with your post-Expo success.
- Survey sent to all exhibitors so we can obtain your valued opinion and feedback.



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