



A DIVISION OF NEW ENGLAND BRIDE, INC.

29 Durham Drive  
Lynnfield, MA 01940  
phone: 1-800-241-5458  
fax: 1-888-226-0037  
web: NewEnglandBride.com

**OPTIONAL BRIDAL SHOW UPGRADES NOW AVAILABLE!**

You asked, we listened... Many of our past show participants have asked how to become more involved in our shows or how to be featured in a more prominent way. We have now created exciting and profitable new ways to get attention at our SPRING & Fall 2009 shows:

1. **ENTERTAINMENT SPOTLIGHTS:** Now, as a regular booth participant you can be featured during one of our 10-Minute entertainment spotlights scheduled throughout the show. The exact number of spots varies by show location and participation is on a 1<sup>st</sup> reserved, 1<sup>st</sup> scheduled basis. These spotlights must reflect the “tone” and “style” of the shows we are producing. Samples of the spotlight categories available are:

- Fashions (bridal, tuxedo, cruise wear, women’s fashions, lingerie)
- Entertainment (dance lessons, cocktail music, non-traditional entertainment)
- Informational Sessions
  - Choosing a Honeymoon
  - Selecting Your Reception Site
  - Choosing your Photographer or Videographer
  - Invitations, Flowers
  - Transportation
  - Entertainment, Beauty Tips
  - Cooking Demonstrations, Buying your 1<sup>st</sup> Home .....
  - And the list goes on

2. **SHOW SERIES BAG LOGOS:** Each bride-to-be registering at our shows will receive a quality keeper cloth tote-bag. One bag will be printed and used at all shows – with at least 2000 bags printed. Your company logo can be prominently printed on each, for immediate and continuous exposure for months. Logo spots are limited... and sold on a 1<sup>st</sup> reserved 1<sup>st</sup> placed basis, so reserve your spot now.

3. **SHOW BAG INSERTS/SAMPLES:** Your promotional materials can be inserted in each bride’s tote-bag, whether it is a flyer, postcard or CD/DVD or catalog. A great way to be sure your company gets maximum exposure to ALL brides-to-be who register at each show. Even if our show booths are sold out, your insert can be included. And... if you have already bought a booth, we have special discounted rates for you. We need a quantity of 200 inserts for each show. Call for details to be sure inserts will fit in the bag.

Hurry... all of these options have a limited availability, and are sold on a 1<sup>st</sup> come 1<sup>st</sup> reserved basis...

<u>Contact Information</u>	<u>Show Sales</u>
Office phone #:	1-800-241-5458
Email address:	<a href="mailto:ShowSales@NewEnglandBride.com">ShowSales@NewEnglandBride.com</a>
Fax Agreements to:	1-888-226-0037



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Optional Bridal Show Marketing Opportunities Reservation Form

Acct # \_\_\_\_\_

Complete ALL 6 Sections & Fax TOLL FREE to us at 1-888-226-0037

STEP 1: Company Name: \_\_\_\_\_ Bus Cat: \_\_\_\_ Dir: \_\_\_\_ REP: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_ Zip: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

Web: www. \_\_\_\_\_ Email: \_\_\_\_\_

STEP 2: List Show Dates & Locations You Want: \_\_\_\_\_

Table with 4 columns: Option, You are Billed At OPEN Rate, # Shows, Total Cost. Includes options A. 10-Minute Entertainment/Educational Spotlights and B. Brides Show Bag Insert.

200 inserts are required for each show and are due at our offices no later than the Friday before each show. Be sure to label each carton with your company name, show location and date. Extra inserts will be distributed in next show bag. Ship to:

New England Bride, 29 Durham Drive, Lynnfield, MA 01940

STEP 4: PAID VIA: Payment by credit card requires that we charge your credit card at the time agreement is accepted.

Check # \_\_\_\_\_ Check Amt \$: \_\_\_\_\_ [ ] Check # \_\_\_\_\_ [ ] Cash [ ] AMEX [ ] DISC [ ] MC [ ] Visa Total \$ \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Exp Date: \_\_\_\_ / \_\_\_\_ 3 DIG CODE \_\_\_\_ / \_\_\_\_ / \_\_\_\_

Exact Name on Card: \_\_\_\_\_ App #: \_\_\_\_\_ By: \_\_\_\_\_ Date: \_\_\_\_\_

Exact Card Billing Addr: \_\_\_\_\_ City: \_\_\_\_\_ ST: \_\_\_\_ ZIP: \_\_\_\_\_

STEP 5: REQUIREMENTS, TERMS & CONDITIONS are available for review at www.newenglandbride.com/mediakit.asp

A. Initial here: \_\_\_\_\_ I have read and accept the Show Requirements that are included as a part of this agreement.

B. Initial here: \_\_\_\_\_ I have read and accept the Terms & Conditions that are included as a part of this agreement.

STEP 6: Acceptances: You can earn sizable discounts if we receive your full payment by the pre-paid discount date. Full payment is due 60 days prior to each show after which your booth may be released for sale to another vendor and any deposits forfeited.

Accepted for Wedding Showcase Vendor

Accepted For New England Bride, Inc.

TITLE DATE

TITLE DATE

(For Office Use: acmgr:\_\_\_\_ tnotes:\_\_\_\_ sch:\_\_\_\_ inv:\_\_\_\_ cc:\_\_\_\_ act:\_\_\_\_)