

***Eastern Iowa's Hippest Bridal Event
Hosted at Brick Arch Winery
in West Branch Iowa!
April 10, 2011
One o'clock in the afternoon until the hour
of Four O'clock***

www.devotiontodetail.com/bridalshow

January 20, 2011

Planning is underway for the 1st annual Eastern Iowa Bridal Fair at Brick Arch Winery, 116 W. Main St., West Branch, IA 52358 on Sunday, April 10, 2011. We invite you to showcase your business to prospective brides from one o'clock until four o'clock. Setup will begin at 10 am.

The space fee will be \$50, and we will have square tables for use, if you need a table other than that, you will need to bring it. We are also requiring you purchase a show ad from the local papers helping to sponsor this show, and the next page show the rate that those ads will run at. Also let us know if you will need electricity for your booth.

Each participating business is asked to furnish a door prize (valued at \$25.00 minimum) to be awarded to one of the brides.

An advertising campaign of radio, television, and print ads will alert prospective brides of the event and your participation.

For questions about this event, please contact Alison Dix, the organizer listed below. We hope that this event will be rewarding and generate added business opportunities for you and your company.

Please complete the following registration form indicating your intention to participate. Mail the registration along with your payment by March 1, 2011.

Sincerely,

Alison Dix, Devotion to Detail Event Planning
Phone: 319-573-4801
devotiontodetail@msn.com

To advertise our bridal businesses, please consider doing an ad with the Bridal Guide being done for the local papers in Mount Vernon, Lisbon, Tipton, West Branch, Solon, North Liberty, West Liberty, Clarence and Lowden.

For the bridal show, we will be putting an ad sheet together that will go out in all these papers to promote the show in all these communities. The ad for their bridal guide is an option and that will publish March 2nd or 3rd. If you choose to do an ad in their bridal guide, the show ad will be ½ of the normal cost.

If you don't want to do one in the bridal guide, the price will be full price as listed below.

Here are the rates for the ads:

Ad rates

- 1/16th (2x2) – \$48
- 1/8th (2x4) – \$90
- 1/4th (2x8) – \$170
- 1/2 page (4x8) – \$310
- Full page (4x16) – \$550

Ad mechanics:

- 2 column width: 4.75" wide
- 4 column width: 9.75" wide

Color:

- FREE for half and full page
- \$35 additional for all other sizes

So for as little as \$72 you can have a 2x2 Ad (\$48 Bridal Guide & \$24 Show Guide)

We will also be using your show fee to promote the show on the radio and newspapers in the Cedar Rapids and Iowa City area.

The fee for these ads will be billed to you by the Mount Vernon – Lisbon Sun Newspaper.

REGISTRATION FOR EASTERN IOWA BRIDAL FAIR

Sunday, April 10, 2011

Brick Arch Winery

West Branch, Iowa

_____ *YES! We will participate in the Bridal Fair.*

Name of Business _____

Service/Product Featured _____

Contact Person _____ *Phone* _____

Address _____

Web Site: _____

E-mail address: _____

Ad Size Bridal Guide _____

Ad Size Show Guide _____

Space Fee of \$50.00

Due by March 1, 2011

Do you need light-duty electricity? Yes _____ *No* _____

Make checks payable to: Devotion to Detail Event Planning