

2016 Star-Telegram Bridal Show



Winter Show

Sunday, January 10, 2016
Will Rogers Memorial Center
3401 W. Lancaster
Fort Worth, Tx 76107
10:30am - 4:30pm
Fashion Show at 2pm

Summer Show

Sunday, August 14, 2016
Will Rogers Memorial Center
3401 W. Lancaster
Fort Worth, Tx 76107
10:30am - 4:30pm
Fashion Show at 2pm



The Star-Telegram Bridal Show is the most highly attended bridal show in the metroplex area. The show is produced twice a year and brings DFW's most experienced and talented bridal vendors to one location for thousands of brides, grooms and their families to meet face-to-face. The shows are successful because attendees can meet and compare the services of hundreds of wedding professionals all in one venue and make immediate decisions.

At the shows, brides register electronically with crucial information about their upcoming wedding and have the opportunity to win thousands of dollars in prizes. We create a database from that information and provide that to our participating vendors. This provides our vendors the opportunity to follow up with attendees they meet at the show.

Space

A single booth space measures 10' x 10'. Each space comes with a 6' table and two chairs. Each booth is separated on the sides by a 3' pipe and drape and an 8' drape backdrop. Double, triple and even quad booths are available for an additional charge.

Participation

Over 150 vendors participate in each show. Our packages are unique because they include an ad in our print publication that inserts into the Star-Telegram during the week prior to the Bridal Show. With an average readership of 756,800, this section allows us to promote our show to a greater audience than any other local media in the metroplex.* This provides our clients with an effective multimedia marketing campaign.

*An exclusive advantage of the Star-Telegram show over all other shows.

"Exhibiting at the Star-Telegram Bridal Shows has been a crucial marketing tool for our business. The goal at any expo or show is to make contact with attendees that have true potential of becoming paying customers. The Star-Telegram Bridal Shows draw not only a large attendance but a "qualified" attendance, which has been the perfect outlet for us to get face to face with our target audience." JT Holsomback - Bliss Bridal Salon

2016 Star-Telegram Produced Bridal Publications

Star-Telegram Bridal Guide

Published during the week prior to the Bridal Shows, the Star-Telegram Bridal Guide provides crucial information about planning a wedding – from the dress to the reception to the honeymoon. Plus, it previews the upcoming show, including a vendor list and floorplan. With an average readership of 756,800, this section allows us to promote our show to a greater audience than any other local media in the metroplex area. All exhibitor packages include an ad in this highly read publication.

The Bridal Planner (June)

Published in June, the Star-Telegram's Bridal Planner provides prospective brides with a planning tool, including checklists for everything from budgeting to registry. This planner is a must-have tool for all brides-to-be. It is distributed throughout the year to approximately 3,000 brides who attend the bridal shows or request the planner online through www.star-telegramweddings.com.

Indulge Luxury Magazine – Bridal Issue (February)

The affluent audience of INDULGE, targeting households earning \$250,000 plus annually and with a distribution of 50,000, is a prime market for information on fashion, shopping, home decor, interior design, travel, gourmet dining and luxury lifestyles. The Bridal Issue of Indulge not only showcases gorgeous gowns but is also a bouquet of stories that our readers will find inspirational – whether they are planning their weddings or passing along ideas to a bride-to-be.

Bridal Online

From engagement and wedding announcements to local listings of wedding retailers, we provide local informational resources to brides and grooms online at www.star-telegramweddings.com. Brides request our Bridal Planner on this website. Contract exhibitors receive the lead list of registered brides monthly throughout the year.



"The quality of the brides are worth doing this show. They came in ready to shop. Stayed busy the entire six hours, never sat down. Great show!" Steve and Cindy Deming – SRD Events & Entertainment

2016 Star-Telegram Bridal Show Packages and Rates



Complete Bundled Package

Package	Booth Size	Winter Show		February	June	Summer Show		Total Pkg Cost
		Show Cost	Digital Impress.	Indulge Bridal Issue	Bridal Planner	Show Cost	Digital Impress.	
Full Page	10x30	\$ 2,560	51,200	\$ 2,979	\$ 1,650	\$ 2,560	51,200	\$ 9,749
Half Page Horizontal	10x20	\$ 1,420	28,400	\$ 1,539	\$ 820	\$ 1,420	28,400	\$ 5,199
Half page Vertical	10x20	\$ 1,420	28,400	\$ 1,539	\$ 820	\$ 1,420	28,400	\$ 5,199
Quarter Page	10x10	\$ 860		\$ 945	\$ 425	\$ 860		\$ 3,090

Exhibitor must have a signed bundle agreement contract along with an 2x exhibitor contract to receive the above rates.

Exhibitor Packages

Package	Booth Size	Two Show Exhibitor Packages*		One Show Exhibitor Packages	
		Show Cost	Digital Impress.	Show Cost	Digital Impress.
Full Page	10x30	\$ 2,770	55,400	\$ 3,800	76,000
Half Page Horizontal	10x20	\$ 1,530	30,600	\$ 2,340	46,800
Half page Vertical	10x20	\$ 1,530	30,600	\$ 2,340	46,800
Quarter Page	10x10	\$ 930		\$ 1,420	

*Two Show rates are per show and based on a 2x signed contract. Shows must be consecutive and failure to meet the two show requirements will result in a short rate back to the one show rate.

Other Publication Rates

Ad Size	Bridal Guide Ad only - no booth		Bridal Planner June Issue		Indulge Magazine February Bridal Issue	
	Ad Cost	Digital Impress.	Open Rate	Exhibitor Rate	Open Rate	Exhibitor Rate
Full Page	\$ 3,400	68,000	\$ 1,950	\$ 1,650	\$ 3,675	\$ 3,310
Half Page (Horizontal or Vertical)	\$ 1,670	33,400	\$ 975	\$ 820	\$ 1,970	\$ 1,710
Quarter Page	\$ 830		\$ 500	\$ 425	\$ 1,155	\$ 1,050
Eighth Page	\$ 410		\$ 275	\$ 230	\$ 660	\$ 580

(Non-Exhibitor rates are the open rate for customers not currently on a bridal show contract)

Additional Charges:

Shared Booth Space - 30% Upcharge

Increase Booth Size - \$450 per 10x10 increase



2016 Star-Telegram Bridal Show Dates, Deadlines & Details

Dates & Deadlines

Product Pub/Event Date Deadline

Winter Bridal Show January 10, 2016 December 18, 2015
Location: Will Rogers Coliseum, Fort Worth, Tx

Indulge - Bridal Issue February 3, 2016 January 18, 2016

Summer Bridal Show August 14, 2016 July 22, 2016
Location: Will Rogers Coliseum, Fort Worth, Tx

All Exhibitor Packages Include:

- Booth at Bridal Show (Booth size based on package size)
- One 6' table with 2 chairs, drapes, trash can and signage at Show
- Ad inside of Bridal Guide publishing one week prior to event (approx. 756,800 readership)
- Business listing in all full page ads that run prior to Bridal Show
- Bridal lead list from the Bridal Show
- Monthly Bridal lead lists from online registry at www.star-telegramweddings.com

All half page and full page exhibitor packages include:

Behavioral Targeted Online Impressions targeting customers who are in the market for your product or services (Star-Telegram / DFW BT Online Network).

*"I think that the Fort Worth Star-Telegram show draws more qualified brides than any of the other shows. Not just attendees but brides who are ready to book services."
Bambi Bach - Catered For You, Bella Events & Chateau at Forest Park*

Testimonials

"Fort Worth Star Telegram show is one of our favorite shows to attend. We always have a great return on leads from the show! Thanks for everything you do to help support local small businesses!" **Kandace Wade ~ Pence & Panache Bridal Boutique**

"In order to get the best bang for your marketing dollar, you need to invest in something that gets you in front of your intended client. The Star-Telegram Bridal Show does exactly that! For us, instead of using a "shotgun" approach to advertising, the Bridal Show enables us to be a "sniper", targeting only the people in need of our services by bringing them to us." **Dwayne Lee ~ Southern Flair Photography**

"The Star Telegram Bridal Show brings in qualified Brides that are truly seeking to hire Vendors for their Wedding. The Brides come from all over the Metroplex and the outskirts of town. I have Blessed many Brides from this Show, and will continue to be available for Brides at future Shows." **Susan Clark ~ Sweet Memories Cakes & Catering**

"We received a great deal of exposure from the Star-Telegram Bridal Show. We would definitely recommend it and plan on attending the next one." **David D'Aquin ~ Baseball Diamonds**

"The Star Telegram Bridal Show is a great source for advertising and brings in hundreds of quality brides. I highly recommend exhibiting here and I look forward to booking brides from this show!" **Melissa Shook Photography**

"In order to get the best bang for your marketing dollar, you need to invest in something that gets you in front of your intended client. The Star-Telegram Bridal Show does exactly that! For us, instead of using a "shotgun" approach to advertising, the Bridal Show enables us to be a "sniper", targeting only the people in need of our services by bringing them to us." **Dwayne Lee ~ Southern Flair Photography**

"I highly recommend the Star-Telegram Bridal Show. The staff makes the Bridal Show a wonderful experience and are very helpful, the sales representative are amazing to work with. The Star-Telegram is a great way to advertise your venue & much more!" **Felicity Garcia ~ Ridglea Theater**

"We have been involved with the Fort Worth Star-Telegram Bridal Show for over 9 years. We look forward to these shows every year as they are one of the best ways to reach many brides at once. The show is small enough to not be too overwhelming for the brides but big enough to allow many vendors the opportunity to show their talents."

Heather Rose - Catering Manager for the Black-eyed Pea Restaurants

"Great Show! This is one of the most well planned shows we participate in. The staff always makes sure you have all the information and help you need to have a successful show. The "feel" of the show is very positive, which carries over to the brides, grooms, and families that attend."

Bob McGrew - Al's Formal Wear Special Events

We absolutely love being a part of the Fort Worth Star Telegram Bridal Show! We look forward to this show every single year! We know that we will have great exposure to a great number of quality brides that are ready to get vendors booked for their big day! Debbie and the whole staff are great to work with, we look forward to being a part of this show for many years to come!

Austin Stevens - The Traveling Photo Booth

