

360 WEST BRIDAL SHOW 2020

Sunday,
January 26
Noon to 3:30 pm

Fort Worth's most luxurious bridal show returns bigger and better for 2020. The event is presented by 360 West magazine for brides and grooms who are seeking the finest in products and services for their special day. BRIDAL SHOW 2020 will take place Sunday, January 26 from noon to 3:30 pm at the all-new PalmWood Event & Conference venue in downtown Fort Worth. Designed to showcase the ultimate in bridal vendors who desire to reach exceptional prospects, the marketing power of the county's #1 circulated magazine (360 West) and the area's only bridal magazine (360 West WEDDINGS) is guaranteed to drive attendance.



SHOW EXHIBITOR PACKAGES

BRONZE - \$950

- Link on website and in mobile app
- Listing in all pre-event marketing
- 8 x 8 ft display space
- Complete list of bridal attendee leads provided within 7 days

SILVER - \$1,950

- Two boosted social media posts (one each on Facebook and Instagram) prior to or after the show (\$1,000 value)
- Listing in all pre-event marketing
- Link on website and in mobile app
- 10 x 10 ft display space
- Color photo and 25 words of text on Bridal Showcase page in 360 West (\$750 value)
- Complete list of bridal attendee leads provided within 7 days
- Six complimentary event tickets to distribute to brides (\$120 value)

GOLD - \$2,950

- Four boosted social media posts (two each on Facebook and Instagram) prior to or after the show (\$2,000 value)
- Logo prominently featured in all pre-event marketing including website, mobile app, print ads and email campaigns (does not include billboard or bus bench due to space limitations)
- Link on website and in mobile app
- 10 x 20 ft premium display space
- Color photo and 25 words of text on Bridal Showcase page in 360 West (\$750 value)
- Complete list of bridal attendee leads provided within 7 days
- Ten complimentary event tickets to distribute to brides (\$400 value)

360WEST
Weddings

LOGISTICAL DETAILS & REQUIREMENTS

ADVERTISING:

Extensive print, email and social media advertising via *360 West* magazine, *76107* magazine, *76092* magazine, *817 HOME* magazine, Facebook, Instagram and Pinterest. A postcard to 5,000 area brides-to-be with upcoming 2020 wedding dates will also be sent in addition to an email campaign to over 50,000 single females age 20-29 in the greater Fort Worth area. In store flyers available to participating vendors. Deadlines apply for logo inclusion on print materials.

SETUP:

Vendors must be completely set up by 11:45 am. Access to venue for setup begins at 9:00 am. Please confirm with your account executive whether you will need a table and/or chairs to go with your exhibit space. Custom backdrops, signage and banners are allowed, but must fit within contracted display space and not beyond. Electricity is not provided with your display but can be added for an additional \$100. Please indicate on your contract if you will require electricity.

TEAR DOWN:

Vendors in all locations must remain set up until 3:30 pm. All equipment must be removed from the premises by 5:00 pm.

EXPECTATIONS:

As part of BRIDAL SHOW 2020, every vendor is expected to promote their specialties in a professional manner, treating everyone, from other vendors to event guests, with a respectful, courteous attitude. Under no circumstances may you promote a business or service not originally applied for. Vendors are expected to refrain from drinking alcohol during this event as you are not only a reflection of your own business, but ours as well. Vendors providing food items (desserts only) are expected to provide adequate staffing for cleanup of plates/utensils used for samples. Vendors are responsible for providing any required food permits.

INSURANCE:

360 West and PalmWood Event & Conference are not liable for any loss or injury incurred before, during or after the event on or off premises by vendor, its employees or attendees. Vendors are expected to maintain their own liability insurance.

BOOTH ASSIGNMENTS:

Location assignments will be based on electrical needs, event category (cakes, photography, photo booth, etc.), unloading and loading needs, competitor locations and best fit for exposure maximization. There will be no more than one business at the same display space unless approved by *360 West*. If you need something outside of specifications described above, please contact *360 West* for approval.



