



Bridal Shows 2019

1. Look online in your markets to see when the Bridal Shows are. Most shows are in January or February, but in some major markets they have shows throughout the year.
2. Contact the show to find out the details of renting a space. We will create POP for the space, depending on the size we will have a few different size kits. The goal at the show is to really promote the store and collect the names of the brides that are coming through for a drawing for a free room group.
3. Set up a display of small furniture and accessories at the show.
4. Work with the organizers at the Bridal Show to get a list of all the Brides that have registered. We will create as a part of the kit, an email blast for the store to push out to the Brides to encourage them to come over to the booth to register to win a room package.
5. As a part of the kit we will also create social media posts that can be used on the dealers website to promote the event and that they will be attending the show.
6. At the show, the dealer will collect the names of the Brides. After the show, the dealer will contact the Brides via email to let them know of the winner. We recommend the dealer sets up a red carpet event or Bridal Night in the store to welcome all those Brides that did not win to register for a second chance drawing and/or sign up for the stores Bridal Registry. Ultimately, we want the Bride to spend her money from the wedding in the store. We need to work with the retailer on how to build the relationship and get the Bridal Registry on their website.
7. We will create a kit for the store to promote the Bridal Registry and the event in the store as well. The kit will include in store signage, digital and social advertising. The kit size will depend on the store.

Think of Imagine as your partner. We want to arm you with the tools you need to make your stores event a success.

BRIDAL REGISTRY ORDER FORM

email erika@imagineadv.com call 866-832-3214



Store Name: _____ Contact: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

MS: _____ Web address: _____

Store Signage kit \$299 (inc s/h) (1: 26" x 66" fabric banner with stand, 10: 8.5" x 14" table tents, 1: 22" x 28" window cling, banner for your website) QTY _____

Bridal Show Signage kit \$349 (inc s/h) (1: 26" x 66" fabric banner with stand, 10: 8.5" x 14" table tents, 1: Entry Box, email template) QTY _____

TOTAL: _____

For The Store



Fabric Banner Stand Front and Back



Web Banner



22"x28" Window Cling



Table Tent - Front/Back



For The Show



Fabric Banner Stand Front and Back

Email Template



Entry Box with cards



Table Tent - Front/Back

