



# Sudbury Living Wedding Showcase

## – After Dark –

Presented by Sudbury Living Magazine Group

### **Sudbury's premiere wedding show is back – in black, taking wedding planning to the next level.**

The After Dark Edition allows you to introduce your business to new customers in an upscale, fun and relaxed evening environment without taking you away from lucrative Saturday business.

Our goal is to provide you with a positive show experience that will maximize your marketing dollars.

No other marketing opportunity provides this type of targeted exposure, putting you face to face with hundreds of motivated brides.

### **Event information**

- Friday January 18, 2019
- 5pm to 9pm
- Caruso Club, 385 Haig St., Sudbury
- Fashion Show
- Hourly prizes
- Free on site parking

### **Display space**

Don't miss this opportunity to market and sell your products and services to a targeted audience with buying power. Showcase your wares to newlyweds- to-be in an exciting new space and engaging format.

- What's included:**
- Booth rental 8x10
  - 6 foot table fitted with white linen
  - Pipe and Drape
  - 2 Exhibitor Passes
  - Access to electrical
  - 2 chairs
  - Light refreshments
  - Listing in show directory

- Exhibitor set up:** Thursday, January 17, 2019  
10 am - 6 pm
- Friday, January 18, 2019  
10 am – 2 pm
- Exhibitor tear down:** Friday, January 18th, 2019  
9 pm until completed

# What our vendors have to say about the 2018 Wedding Showcase

“ Last year I was extremely fortunate to participate in the Sudbury Living After Dark Wedding Showcase. It was an incredible experience from start to finish. The “nightlife” format was a refreshing change that gave the crowd fantastic energy. The crowd was excited to be there on a night out. The engagement with the brides was amazing and turned into one of my most successful Wedding Shows of my career. I look forward to participating again this year.”

*Alex Filion, Filion Photography*

“ It is always such a great experience being a part of the Sudbury Living Wedding Showcase. Not only does it provide a chance to meet and assist so many wonderful people preparing for their wedding day, it also provides a place for like-minded wedding vendors to connect.”

*Courtney Rivard, Waltzly*

“ I just wanted to reach out and say the show was absolutely AMAZING!! You guys did such a great job executing it and I enjoyed being a part! Favourite bridal show to date and was the busiest I’ve ever seen for sure!! Can’t wait for the next one!”

*Ben Mackenzie, Shake It Up Sound & Lighting*

## Sponsorship Opportunities

**Grand Prize Sponsorship:** The Grand Prize must have a retail value of over \$1500. The Grand Prize Sponsor will be included in all marketing as the Grand Prize Sponsor and one premium exhibitor space in the expo along with website and social media marketing. Sponsorship is limited to one exhibitor.

**Prize Sponsorship:** The Prize must have a retail value of over \$500. All attendees qualify. The Prize sponsor will be included in all website and social media marketing. **Sponsorship is limited to two exhibitors.**

**Fashion Show Presenter:** The Fashion Show presenter is available for a \$1000 cash investment. The investment includes one premium exhibitor space and will be included on website, social media and radio marketing. **Sponsorship is limited to two exhibitors.**

**Passport Prize Game Sponsors:** The Passport Prize Game Sponsorship requires prizes that are worth a minimum of \$150. A description of the prize and detailed retail price will be required. **This sponsorship is limited to 15 exhibitors.**

Each bride will be provided with a Passport Prize Game card and will be required to collect a stamp at each booth to qualify for the prizes donated by the exhibitors. Passport Prize Game participants will be advertised on social media.

**Swag Bag Sponsorship:** The first 100 attendees will receive a bag which will be used as the swag bag.

The Swag Bag Sponsors need to provide 100 items. The items must have the sponsor’s business name attached or imprinted. There is no minimum dollar value on items. An example of promotional gift items can be notepads, pens, plastic water bottles, USB sticks etc. **NO DISCOUNTED OFFERS ALLOWED** without promotional gift item attached. ALL exhibitors are encouraged to participate. Items must be dropped off at the Sudbury Living office by January 12th, 2019.

## Registration

Form must be completed in full accompanied with \$400 payment in order to confirm space.

## Event Marketing/Advertising

Benefit from an extensive advertising and promotional campaign creating contest excitement and promoting ticket sales. Strategic use of print, broadcast and online advertising ensures maximum coverage and awareness.

- Print:** Premium ad placements in
- Northern Life (4 weeks pre event)
- Online:**
- Complete background takeovers on Sudbury.com (8 weeks pre event)
  - Banner ads on sudburylivingmagazine.com
  - Exhibitor listing and web link on sudburylivingmagazine.com/weddings
- Magazine:** Full page ad in Sudbury Living Magazine (winter issue)
- Radio:** 90-120 ads on Hot 93.5 with on air giveaways
- Social media:** Interaction on Facebook, Twitter, and Instagram

If you require additional information or are interested in any of these sponsorship opportunities, please contact Kristina Garbuio 705-673-5667 ext 304 or email [kgarbuio@sudburylivingmagazine.com](mailto:kgarbuio@sudburylivingmagazine.com).