



## 2010/2011 Washington Bridal Showcases (DC)

**Description:** ACVA is looking to partner with members and participate in select bridal shows. The *Bridal Showcase* offers a cost-effective opportunity for one-on-one contact with over 1200 brides from the metropolitan D.C. *The Bridal Showcase* draws a more qualified bride who will be establishing loyalty to products and services she was introduced to at this event. Last year's show in April generated 6 qualified leads, with **250** general interest leads.

**Details:** ACVA will coordinate one 8x10 booth consisting of ACVA, one hotel partner and one attraction/services member. Only one collateral piece may be distributed and ACVA will coordinate a collective piece that highlights all of our participating partners. Please note that distribution of individual collateral is not permitted.

**Available Shows/Locations:**

September 18, 2010: Hilton Alexandria Mark Center (Great Bridal Expo)

January 16, 2011: Washington DC Convention Center (Bridal Showcase) *New location added!*

**Participant benefits:**

- Participation in the booth; show off your products and services to qualified brides
- Website exposure (minimal) on [www.MyAlexandriaWedding.com](http://www.MyAlexandriaWedding.com)
- Leads generated/follow up list
- Face to face contact with brides

**Rates/Fees:** Booth share: The cost based upon one partner is \$500 each per show; two partners \$275 each per show. Pending interest, ACVA will determine number and location of shows.

ACVA Contact: Laurie Bledy @703.746.3308 or [LBledy@VisitAlexVA.com](mailto:LBledy@VisitAlexVA.com)

Yes, we will exhibit with ACVA at a 2010/2011 Bridal Showcase. Once confirmed, an invoice will be forwarded and payment made upon receipt.

**Preferred Show (s)** \_\_\_\_\_

**Organization Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_ **Contact Title** \_\_\_\_\_

**Contact Phone:** \_\_\_\_\_ **Contact E-mail** \_\_\_\_\_

**Signed** \_\_\_\_\_

**PLEASE RETURN FORM NO LATER THAN August 31, 2010**

Email form to Laurie Bledy at [LBledy@VisitAlexVA.com](mailto:LBledy@VisitAlexVA.com) or fax to 703.746.3314