

THE 4TH ANNUAL CRYSTAL COAST

Wedding Salon

JANUARY 6-7, 2012
ATLANTIC BEACH, NC

EXHIBITOR INFORMATION

FOR MORE INFORMATION, CONTACT ERIC HAUSE
757.583.2450 • eric@CrystalCoastBride.com
www.CrystalCoastWeddingSalon.com

ABOUT THE CRYSTAL COAST WEDDING SALON



The Crystal Coast Wedding Salon is a sophisticated and intimate destination wedding showcase designed to connect the discriminating bride with wedding companies who set the standard of excellence in their field.

The Wedding Salon is not your average bridal show. It is a weekend-long event offering Crystal Coast wedding companies a unique showcase with the opportunity to build lasting relationships with Crystal Coast destination brides.

We're interested in quality, not quantity. Our ticket prices are higher than the average bridal show, automatically qualifying couples who are ready to book wedding vendors. Unlike the standard bridal shows, we create an intimate environment that offers our vendors and brides many opportunities to connect, get to know one another, and do business.

Our showcase is designed in true reception style—no pipe and drape, or endless rows of vendors! The free-flowing environment gives vendors room to design and showcase their products and services creatively, with flair.

For event venues, we bring couples to your facility, giving you the opportunity to showcase your venue's uniqueness.

And at our Saturday night After Party, everyone is invited to let down their hair, relax, and socialize with our attending couples and other vendors.

WHAT THE BRIDES SAY:

"I have attended other bridal shows and was very disappointed in all of them. The Crystal Coast Wedding Salon was so different because I felt like I was getting personal attention from all of the vendors."

Sandy Lewis, Richmond, VA

"What a fabulous time at the Salon this past weekend. We met with the vendors that we already hired, as well as prospective ones. Everyone was so sweet to us and made us feel at home."

Joli Lavarino, Philadelphia, PA

"Thank you for a wonderful event! I was able to finish all the things left on my list and found almost all of my vendors through the Wedding Salon."

Amy Jordan, Raleigh, NC

WHAT THE EXHIBITORS SAY:

"Thank you for putting together such a great event. Of the three shows we participated in this year, the Salon was by far the best."

Cindy Cano, Cynthia Rose Photography

"The show was a huge success. I booked more brides on-site than I have at any show to date."

Heidi Barlow, Emerald Isle Realty

"The show was a hit, and I am happy to participate in such a wonderful event. Yes, someone is doing business and creating profits for all!"

JR Sweet, The Ocean Club

"I absolutely love the intimacy of the Salon. It gave us a chance to meet and establish connections with every bride who came through the door."

Shana Olmstead, Floyds 1921

REGISTRATION DEADLINE: DECEMBER 15, 2011
WE LIMIT THE NUMBER OF VENDORS IN ANY ONE
CATEGORY TO THE FIRST FOUR TO REGISTER.
PLEASE CONTACT US FOR AVAILABILITY.

SCHEDULE OF EVENTS

FRIDAY, JANUARY 6, 2012

Exhibitor set up, 1 PM ~ 10 PM

Welcome Party, sponsored by the Coral Bay Club, 7 PM ~ 10 PM

Join brides and their families, and other exhibitors for hors d' oeuvres, cash bar, music, and dancing at the oceanfront Coral Bay Club.

SATURDAY, JANUARY 7, 2012

Exhibitor set up, 8 AM ~ 12 PM

Crystal Coast Event Venue Tours, 9 AM ~ 1 PM

Brides will preschedule tours of event facilities on the beach, Morehead City, and Beaufort. We will coordinate transportation with local limo companies. Participating event venues will have the opportunity to create a welcoming atmosphere and showcase at their facility during a designated time, as well as meet with individual brides during the entire weekend.

Vendor/Bride Appointments at the Coral Bay Club, 9 AM ~ 5 PM

Salon vendors and brides can schedule one-on-one appointments at the Coral Bay Club to discuss business, sign contacts, and get to know one another in an intimate environment. We will connect brides and vendors prior to the Salon by asking brides during preregistration which exhibitors they would like to meet with.

The Crystal Coast Wedding Salon, 1 PM ~ 5 PM

The Coral Bay Club will be transformed into a luxury wedding setting in which exhibitors will have the opportunity to showcase their products and service. Each vendor will have a dedicated space in which to create an ambiance and design reflective of their business.

After Party, 7 PM ~ 11 PM

Following the Salon, guests and vendors will be treated to an upscale After Party hosted by the North Carolina Aquarium and Floyds 1921 with dinner, music, dancing, drink, prizes, and fun throughout the evening.

SUNDAY, JANUARY 8, 2012

Exhibitor Breakdown, 9 AM ~ 5 PM

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The Salon is not your
typical bridal show!

We've created a
low-key, intimate
environment that
gives you quality
one-on-one time with
brides.

By limiting the number
of vendors in any
one category, your
product or service will
stand out.

You are invited to
attend every event
during the Salon
weekend.

You'll have the
opportunity to
develop relationships
with the bride and
groom, and book their
business!

SPONSORSHIP AND EXHIBITOR OPPORTUNITIES

Crystal Coast Bride Advertisers, Take 10% Off Sponsor and Exhibitor Rates

SALON SPONSORSHIP: \$1100

2012 Crystal Coast Bride Advertisers: \$990

- Category exclusivity (no other sponsorships in your service or product category will be offered).
- Exhibit space in the Salon (choose from a double lounge space or three tablescape)
- Sponsorship recognition and web link on our web site for one year.
- Sponsorship recognition in all event media relations, advertising, and direct marketing efforts.
- Sponsor listing and full page ad in The Crystal Coast Wedding Salon Guide.
- Access to the Salon's appointment room.
- Database of registered brides following the Salon.
- Invitation to contribute to our Luxury Swag Bag and an offer or incentive ad in our Salon guide.
- Invitation to attend our Vendor Blender and Salon training session (December, 2011).
- Four (4) All Access couples tickets for your brides.
- Your choice of tables and/or linens for your exhibit area.

SALON EXHIBITOR: \$500

2012 Crystal Coast Bride Advertisers: \$450

- Single exhibit space in the Salon (choose from a single lounge space or two tablescape)
- Access to the Salon's appointment room.
- Company listing and link on our web site for one year.
- Database of registered brides following the Salon.
- Exhibitor listing in The Crystal Coast Wedding Salon Guide.
- Invitation to contribute to our Luxury Swag Bag and an offer or incentive ad in our Salon guide.
- Invitation to attend our Vendor Blender and Salon training session (December, 2010).
- Two (2) All Access couples tickets for your brides.
- Your choice of tables and/or linens for your exhibit area.

OFF SITE EVENT VENUE TOUR: \$600

2012 Crystal Coast Bride Advertisers: \$540

(For off-site event venues on the beach, Beaufort, or Morehead City only)

- A scheduled tour time with registered brides at your event venue on Saturday with transportation provided by The Crystal Coast Wedding Salon (30-45 minutes per stop)
- Company listing and link on our web site for one year.
- Single exhibit space in the Salon.
- Access to the Salon's appointment room.
- Venue listing in The Crystal Coast Wedding Salon Guide.
- Database of registered brides following the Salon.
- Invitation to contribute to our Luxury Swag Bag.
- Invitation to attend our Vendor Blender and Salon training session (December, 2011).
- Two (2) All Access couples tickets for your brides.
- Your choice of tables and/or linens for your exhibit area.

Additional Marketing Opportunities:

SALON GUIDE ADVERTISING: \$150

(Salon guide will be distributed to all attending brides)

- 3.5 x 2 black and white ad in the Crystal Coast Wedding Salon Guide, which will be distributed to all Salon brides.
- Available as a PDF download on our web site for one year.

LUXURY SWAG BAG INSERT: \$150

(Included in your exhibitor fee, for non-Salon vendors. Each bride will receive a Swag Bag.)

- Contribute a product, service offer or gift certificate.
- Minimum quantity 100, minimum value \$50, subject to approval.
- Includes a partner link to your web site from our web site.

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MARKETING

The Crystal Coast is rapidly becoming a preferred wedding destination, and we'll reach brides interested in a Crystal Coast destination wedding through targeted marketing efforts designed to produce top quality leads and business for our participating vendors.

Our research has demonstrated that the high-end Crystal Coast destination bride has an existing connection with the area. Most have either vacationed, been engaged, or are a member of a family that owns vacation property on the Crystal Coast. We will reach this wedding market segment with our targeted marketing efforts that include:

ONLINE

- Aggressive online marketing of CrystalCoastWeddingSalon.com.
- Email blasts to our opt-in database of qualified Crystal Coast brides (currently, over 300 brides!)
- Web links from participating national wedding web sites and online publications:
 - The Knot
 - Weddings Unveiled
 - The Bride's Book
 - Southern Wedding Style
 - Wed Alert
 - ...and more.
- Regular posting about the Salon and participating vendors on our blog linked to CrystalCoastBride.com
- Reciprocal web link program with participating Salon vendors.
- Aggressive search engine Pay Per Click advertising on Google, Yahoo!, and Facebook.
- Banner advertising on CrystalCoastBride.com

TRADITIONAL MEDIA

- Promotional postcards distributed at bridal shows in markets where our qualified bride lives.
- Display advertising in wedding-related newspapers and publications.
- Winter 2011 co-operative advertising promoting the Salon with the Crystal Coast Tourism Authority.
- Promotional postcards distributed by participating vendors and area Visitor Bureaus.
- Cable television and radio advertising from Eastern North Carolina to the Triangle and Triad.

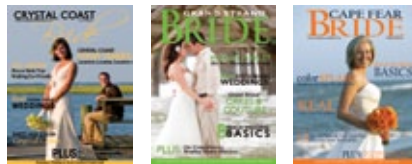
MEDIA & PUBLIC RELATIONS

- Feature articles highlighting the Crystal Coast wedding industry submitted to major wedding publications.
- Wedding event calendar listings in major feeder market newspapers and publications.
- Local, regional, and national press releases to online and print publications.
- Local and regional radio and talk show promotions.

WHO WE ARE

The Crystal Coast Wedding Salon is produced annually by Influence Marketing. We are publishers of Crystal Coast Bride Magazine, the area's #1 destination wedding magazine and web site. We are dedicated to bringing together wedding vendors and brides planning a destination wedding along North Carolina's fabulous Crystal Coast.

We also publish Grand Strand Bride (serving the Myrtle Beach destination wedding industry) and Cape Fear Bride (serving the Wilmington, NC, area). Visit us online at www.InfluenceSolutions.com.



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